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**STUDY ON DEMOGRAPHIC CHARACTERISTICS OF ANDROID  
USERS**

**Thesis**  
**CENTRIA UNIVERSITY OF APPLIED SCIENCES**  
**International Business**  
**May 2020**

**ABSTRACT**

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<b>Degree programme</b> International Business		
<b>Name of thesis</b> STUDY ON DEMOGRAPHIC CHARACTERISTICS OF ANDROID USERS		
<b>Instructor</b> Kiran Maharjan	<b>Pages</b> 36 + 7	
<b>Supervisor</b> Johanna Österberg-Högstedt		
<p>Android mobile phones are technologically advanced smart phones based on the android operating system known as OS and its developer is Google. The objective of this study was to study the demographic characteristics of android users living in a small town named New Road, which is located in the capital city of Nepal; Kathmandu. It also explored how the demographic characteristics influence the purchasing behavior of customers. This supports in developing the marketing strategy to the dealers of android phone. This thesis is a study of android market possibility in a small town like New Road. It explored the consumer behavior based on their demographic characteristics and observed the target market for android phones.</p> <p>This is quantitative type of study which uses primary data through a survey. A questionnaire was developed and pretesting the questionnaire was done to maintain its validity and reliability. The respondents were selected by a random sampling method. A booth was established in New Road and people passing by were requested to participate in an interview. Those who agreed were included in the study. A total of 30 interviews were conducted. Then the tools were managed systematically. The data collected through interviews was entered in software called Microsoft Excel. The data was then further analyzed in a descriptive way.</p> <p>The study suggests that demographic characteristics play a vital role in selecting and buying an android phone. Age plays a vital role in purchasing any type of goods in the market. The younger people under 30 are the main consumers to purchase the android phones. There were more students from high schools included in the study. More responses found advertising through social media when asked about the most effective form of marketing. It helps to figure out that the android phones are comparatively more sold due to social media advertisement. The survey helped to highlight the opinion of the respondents who stated that festival offers attract them more than that of other options. However, it needs to be considered that these conclusions were drawn by the survey done in New Road, Kathmandu with a very small sample of 30 respondents. Therefore, the future study can be done by including a higher number of respondents.</p>		

**ABSTRACT**

**Key words**

Android Users, Demographic Characteristics, Marketing, Mobile phones, Smartphones, Technology

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## 1 INTRODUCTION

Android phones are powerful and technologically rich smart phones that basically run on the Android's operating system also known as OS whose developer is Google. We can see many mobile phone and tablet manufacturers such as Samsung, Oppo, Motorola, Nokia, Huawei, Vivo, Sony, HTC etc. using this OS. Android is a Linux based operating system for mobile devices which is specially developed for application. The android company was purchased by Google in 2005 August.

Smartphones of Android version are focused in this study rather than Internetwork Operating System (IOS) because the commissioner company is an Android mobile seller. The commissioner is an established company in a town near the capital city. The study helps to understand the perception of the customer on android version. It can also help in determining the perception of the buyers and make some marketing strategies for the sellers. This provides support to the Android sellers to design the market segmentation and promotional offers.

This study aims at providing a baseline information about the demographic information and its influence in the buying behavior of customers. It gives a complete picture of influence of demographic characters on the buying behavior of customer. Factors such as age, sex, occupation, education, etc. are the important factors that put an impact over the buying decision of customers. Understanding these factors helps a seller to influence the buying behavior of consumer. It provides information on how to present the product in the market. For instance, the color selection of male and female can differ. Similarly, the income of the customer plays vital role in buying a phone. Higher the income, the customer might tend to buy expensive smartphone. In addition, if the customer is a student and needs various education materials in the phone, then the person would need a phone with more internal storage. However, this group still might seek cheaper phones with more internal storage because they are students. This way, the demographic status of a consumer affects buying decision of a phone.

The objective of this study is to explore the demographic characteristics of android users in New Road, Kathmandu. New Road is a small town of Kathmandu which is a hub for smartphones. There are many smartphone sellers located in New Road. The commissioner is currently implementing its business in a town nearby capital region of Nepal and now it is interested to extend its business to this town. Therefore, the study aims to help in developing the marketing strategy to the dealers of android phone. The study helps to understand the target market for android phones and its users. The study also focuses on gender

inclination towards the android phone and also the amount a customer is willing to spend on the android and other operating systems.

This is a quantitative type of study which covers 30 respondents. Questionnaire was developed and used as a research tool in this study. Face to face interview was conducted to understand the demographic status of the respondent and to understand their buying behavior. The respondents were selected randomly residing in New Road. The respondent might be an immigrant to the town from other parts of country or the natives. Informed consent was taken from the respondent by first explaining the objective of the thesis and asking for the permission to conduct interview. The limitation of the study is a smaller number of populations covered. The sample taken to carry out this study is 30 and hence the results produced in this study are based on this number. The collected data was entered in Microsoft Excel and tables were generated based on the findings. Finally, pie charts were produced from the data for easy illustration of findings.

The study gives a vision to the android business producers to observe interest of a buyer. The thesis includes the primary source of data and it illustrates the figure of the demographic characteristics of consumers even though it does not cover a big part of the area, however it creates a framework of consumer interest. This thesis is actually tailored as per the need of the commissioner company, but the information will be useful for other companies to those who are planning to extend their business in the New Road Town. This study opens pathway for the future researchers to carry out a profound study to understand the buying behavior of the customers by carrying out study in huge sample.

## **2 D NAME PRIVATE LIMITED**

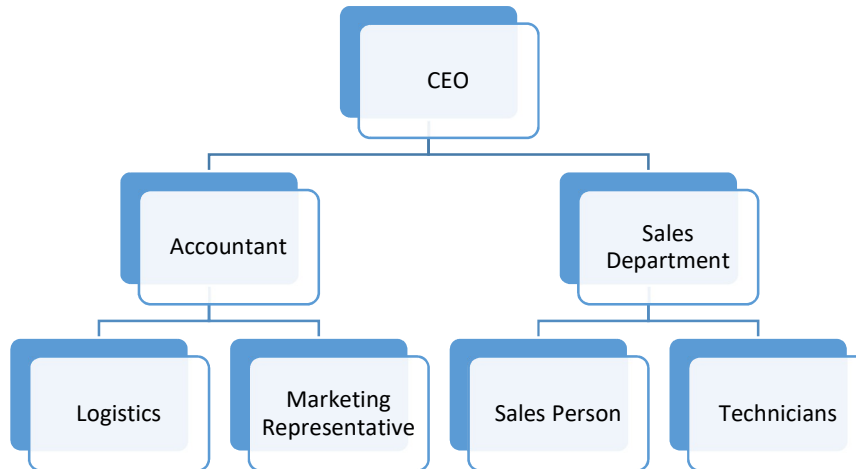
D Name private limited is one of the reputed mobiles repairer and seller in Kathmandu, Nepal. It is a small company which was established in November 2012. It was established under the rules and regulations of Nepal Government Act 2055. The CEO of the company is Mr. Kiran Maharajan. This company had started a business which is related to mobile phones as well as its repairing and sales. The aim to choose this business is that the modern society is fully dependent upon smart phones which acts like a helping hand as a means of communication and entertainment. It has become one of the most significant ways of communication and entertainment. As a result, it is also obvious that now-a-days people are becoming more careless so that they break their phones more often. Then they also want to replace it with excellent covers, diamond covers, external batteries and variety of colors. Since it is inevitable the repairing and sales shops wants to put the stock of them more according to the customers need. The technicians are also highly well experienced and always try their best to meet the customer satisfaction. The target customers are youths who always use their Smartphone for daily activities. Since there are various types of mobile phones, the accessories are also different from one another. Therefore, the accessories should be well managed and kept accordingly so that the required items can be accessible when needed. The company consists of nine employees. Among them, there are four (4) salespersons, one (1) market representative, one (1) logistics worker, one (1) accountant and two (2) technicians for repairing purposes. (D Name Private Limited 2018.)

### **2.1 Organizational Structure of the company**

The Chief Executive Officer plays a vital role in the organization. He is responsible for overall financial activities, management, monitoring and supervision of the subordinates working under him. The task of the Accountant is to handle all the financial transactions of the company. He is responsible for all cash related issues and makes financial entries so that the reports could be gained whenever needed. Regarding logistics department, he is liable to handle all the inventories of the company. He is also responsible to provide the details of stocks and required accessories of the items in the company. Marketing representative is responsible to handle the current market issues and the demand of the customers. He is also liable for updating the social sites and promotion of the company. The salesperson is assigned to sell the



mobile devices and accessories. They connect directly with the customers in a cheerful and polite manner. The technicians are assigned to repair the broken devices and accessories as soon as they can. They are also assigned to upgrade and update the software as well as solve the problems of the devices.



**FIGURE 1.** Organizational Structure (Adapted from: D Name Private Limited 2018.)

## 2.2 SWOT Analysis

In this section the analysis of the company is done using a widely used tool call SWOT analysis. This is an effective tool to examine the status of a company in terms of strength, weakness, opportunity and threat. This helps to prepare strategic planning while learning the current capacity of the organization. In this analysis, strength and weakness are internal factors while opportunities and threats are external factors. (Gurel 2017.)

The main strength of the company is to have wider network and area to entry in business as well as high experienced worker. There are fewer competitors nearby in the market. The place is also easily accessible and has a long duration of service hours. (D Name Private Limited 2018.)

The major weakness of this company is maintaining relations with related sellers and growth of proprietary products. It is also facing some problems in maintaining of wholesale distribution relationship. As there are various types of mobile phones in the market, the accessories are not applicable to one another and the storage is required in a large amount. (D Name Private Limited 2018.)

Talking about the opportunity, the company can expand its online sales. It can expand its business to different district like Bhaktapur and Lalitpur. The company can offer the product in discount during special occasion. It can launch various schemes on repairing and sales. (D Name Private Limited 2018.)

The main threat of the company is the problem faced during the time of rule and regulation change which can impact the whole business. Also, the other threat is that the product might be previously sold by the major competitors. The insurance cost is also increasing gradually. (D Name Private Limited 2018.)

### **3 DEMOGRAPHIC CHARACTERISTICS OF CONSUMER**

This chapter includes the explanation regarding the demographic characteristics of a customer. It insights the major demographic factors like age, sex, occupation, income, etc. which play significant role in a person's buying behavior. Each factor is examined in detail in this chapter. This information further supports the theory in the findings section.

#### **3.1 Demographic Characteristics**

Individuals develop as their necessities change. Comparative changes go to their purchasing dynamic samples. With age, our wellbeing needs change thus do numerous different needs. Age carries changes to individuals' way of life and with it their necessities and individual qualities are likewise influenced. As they become more seasoned, their costs on these things also change. The youths are compelled to use the smart technologies in their daily life. (Bansal 2015.)

Age doesn't simply influence purchasing behavior. It is additionally a significant factor influencing market division and promoting new technique. Advertisers are focused on their objective market based on age. There are several products which are showcased just to the millennials. Likewise, the showcases are also arranged in the same way for different age groups. Since, the flavor of this age is tremendously unique and they are more carefully slanted, this influences the decision of promoting products as well as the advertising channels used to market to them. (Bansal 2015)

Individual selection of brands and items begin changing as they grow, and the new technologies emerge. A youngster's decisions can be limitlessly not the same as the older since age brings changes that influence the taste. The options and the choices of items varies due to the changes in ages. The choice and taste that has been used in the young age is not considerable in the old age. The utilization among the older is a lot of lower. Age decides a few things and when we resign our utilization designs additionally change as indicated by the adjustment in income. Older individuals are less carefully slanted and in this way their utilization of computerized items can likewise be lower. (Bansal 2015)

Among male and female genders, a few things are unique, and these distinctions also influence their purchasing decisions. The two genders have various needs in terms of design and way of living. In this

way, their consumer behavior can be boundlessly unique. It is fundamentally the distinction in needs that leads to varying decisions. However, there are a few areas where consumption can be comparative excessively like as far as food and fun. Similar movies and same inexpensive food brand may be same to both genders. The equivalent is valid to improved gadgets as well. However, there are some few items in the market which are intended for both genders not only one. Dynamic examples may likewise fluctuate between the two genders. The homemakers are less inclined to be associated with motivation purchasing. From larger advertisements to the prepping items, similar adverts don't interest both the genders. The ladies impact a large portion of the item decisions on household products. However, this is the situation of Thailand and the situation of Thailand and Nepal are quite similar. (Plabdaeng 2010.)

Income is a significant factor that influences the purchasing choices and buyer conduct individually. Across various salary levels, the distinction in item decisions and purchasing behaviors can undoubtedly be stamped. The middle-class family settles his purchasing choices based on utility. However, somebody from the privileged would need style, structure and exceptional highlights while making a buying process. The channels for the promoting of luxury things are not the same as those for the normal ones. Luxury things are for the most part advertised through luxury magazines. The degree of income figures out what sort of items somebody normally buys. A purchaser with higher income will spend more on luxury or way of living. Individuals with higher income additionally spend more on trips and visits. Client assistance and after deals support additionally become significant elements with regards to expensive buys. (Kumar & Kumar 2019.)

The level of education influences how individuals see things around them. It influences the degree of decision they utilize while making purchase. Education has now additionally become the determinant of social class and the most straightforward technique to move up in the general public. The more educated an individual is, the higher the degree of caution an individual will utilize in making purchases. Individual's feelings can change with education. Each client is very much educated right now. However, the more taught ones take additional time before choosing a purchase. Training influences various things including the style you wear and the projects you watch. It influences even your decision of stationary and the magazines you are pursuing. It is the reason same advertisements does not work with all clients. Profoundly educated clients search for data and don't depend on advertisements alone. They have a deep study and question the information of the objects before purchasing them. Therefore, the impact of education is clearly seen in the consumer behavior which weighs his options carefully before purchasing. (Pratap 2019.)

### **3.2 Demographic Characteristics and Consumer Behaviour**

Consumer behavior can be influenced by few components. It tends to be not the same as individual to individual dependent on his age, income, sex, education level and conjugal status. Without much of a stretch notification the contrast between the purchasing choices and purchaser conduct of two distinct individuals from various economic groups can be seen. An individual with high level earning makes expensive buys while one from lower financial status makes cheaper buys. These variables are apparent at the surface. Besides there are few variables influencing purchasing choices and buyer performance. A portion of these distinctions is effectively recognizable while the others may be somewhat hard to watch. This article centers around four significant segment factors and the impact they have on buyer performance. These elements are age, sex, education and income. Buyer performance is influenced as these elements change. The changes of a consumer behavior depend upon the economic status of a consumer or the level of education. (Pratap 2019.)

Purchasing capacity is influenced by a few components like hierarchy among age, sex, income and education. While inclinations change with age and level of education, sex and income likewise influence on choosing the items and making decisions to purchase them. The financial emergency has passed. In any case, during the emergency, individuals' dispensable livelihoods had declined, and this had influenced their buying behavior. Right now, a time of monetary disturbance individuals develop progressively cautious with their costs, which is additionally a proof that income influences customer behavior. Besides it may aside from these segment factors, psychographic and geographic factors also affect customer behavior. These variables also can deeply affect how individual purchase and spend and how advertising must be done to accomplish higher deals. (Pratap 2019.)

### **3.3 Demographic Segmentation**

Market segmentation is a process of differentiating customers on the basics of various factors. This helps in the process of breaking down the potential customers into different groups, segments and on different types of characteristics. The different types of segmentations and groups usually give a clear idea to the manufacturer team of what the customer wants or the customer's desires. Market segmentation will also give a clear indication of what, why, where, when, who questions. What – what the customer desires. Why – Why is the customer satisfied or what is causing different types of dissatisfactions. Where –

Where do the customers want these types of different things? When – When is the correct time to bring the goods to the customers? Who – Who is the customer of the product? (Camilleri 2017.)

There are four main types of market segmentation which are geographic segmentation, demographic segmentation, psychographic segmentation, behavioral segmentation. There are many different approaches that can be taken when the market segmentation process. In the process of marketing, solving everyone's problem isn't possible in such a condition the marketing segmentation can scoop in and make the process more effective. The demographic segmentation also helps in improving the products and services through its effective research and analysis. Since the various aspects of the segmentation is studied and analyzed it tries to find the root problem and preventive measures to cope up among consumers. It helps to establish the long-lasting customer relationship and each factor of consumer purchasing behavior is solved. E.g., a child tends to see the cartoons or some funny acts in the mobile whereas the youths are fond of watching movies and using social sites to share time with friends and others. The use of market segmentation helps in saving time, money etc. (Tow 2019.)

The demographic segmentation is a very important part of this thesis. Among the four types of market segmentation the mostly used type of segmentation is the demographic segmentation. Demographic segmentation is a market segmentation that helps in the segmentation based on age, income, gender, education, etc. Therefore age, income, gender and education are four main types of variable that are used for demographic segmentation. (Fleetwood 2020.)

## **4 ANDROID VERSION AND DEMOGRAPHIC SEGMENTATION**

The chapter discusses about the basic information on history of android and its different versions. The respondents are asked about their preferences of android version in the implementation part and hence the theory provided in this chapter helps reader to understand the technical terms used in later part. Moreover, demographic segmentation is also discussed here in order to support the marketing segmentation based on the demography of customers.

### **4.1 Android Version**

Android is only one of the operating systems which is updating day by day since its establishment. The updates of this system are making as well as increasing the number of customers. The new version of Android is making the smartphone and tablets more advanced and important. These versions of the operating system are to focus on fixing the bugs and adding new features and technology and to make the environment more reliable and comfortable. The version of history of Android mobile operating system was began on September 23, 2008. It was version 1.0 which can be said the first Android version in the world. After this it has seen many updates every year which can be seen below. (Bilal 2019.)

The Android version 1.1 was released on February 9, 2009. This version of android is an open-source operating system. The feature of notification panel was added in the Android version 1. There was a change in the way of keyboard function a slide out keyboard was used instead of onscreen one. The clickable trackball for navigation was added to help the user to smooth out the using the mobile phone. This version of Android doesn't have a confectionary nickname so there was no confusion in the name. (Bilal 2019.)

The Android version 1.5 was called Cupcake. It was released on April 30, 2009. In this version of android, the feature of auto rotation option was added and used to make the mobile phone follow user. User had a benefit since copy and paste option was added in the web browser it helped to transfer online sentences and other things in the phone memory. There was an increment in the speed of the android version which made the user work faster. Not only that there was an increased in the performance of the phone. The function of widget support was added it helped in making the phone a user custom one since if a user wants the clock widget in the home screen, he/she can put it or if a user wants music playlist in

the screen, he/she can use that one too. That's why it helps to make the mobile phone user friendly. The new feature of onscreen keyboard was a very great feature that was added in this version not only that support for third-party keyboard application was also added in this version. (Bilal 2019.)

The android version 1.6 was called Donut. This version was released on September 15, 2009. The function of voice search was now added in the android version. This function helped the user to search for the things they want by using their voice. Not only that the function of search box was added, this addition made it easier to search for anything easily. The booting of the android was much faster in this version than that of the previous ones. The version focused on getting the fast web browsing experience for the user. The function of text-to-speech was also added in Donut 1.6. In this version of android, the gallery and camera were more tightly integrated, so this helped the clicking photo and viewing photo experience to be a smoother and better one. (Bilal 2019.)

The next version after 1.6 was Eclairs. The Eclairs version was 2.0 and 2.1 version which was released on October 26, 2009. This version of android had a support of 2.1. in the previous versions there was the older version of Bluetooth in them but since there was a 2.1 version of Bluetooth the transfer of file was faster than that of previous ones. There was an improvement in the typing speed on the virtual keyboard. The much-appreciated function of tapping a contact to call or send SMS was added in the version of Eclairs. This helped performing the basic task of calling/sending a message rather interesting and made it very easy as well. In this version there was a possibility of live wallpaper this was rather a fancy feature in the android market. The searching of SMS and MMS history was possible in this version. If a person wanted to see what SMS or MMS, he has sent to another person the searching of SMS was possible so now it was easier to search. This version of android supported Microsoft Exchange Email. The Flash support was also added in this version of android. (Bilal 2019.)



Android version Froyo 2.2 was the next version of android. It was android version 2.2. It was released on May 20, 2010. In this version of android, the support of Adobe Flash 10.1 was supported. The application launcher was improved to operate the application opening process easily. A better browsing experience was available in the version of android. The facility of Wi-Fi and Hotspot were a new addition in the market feature. But there was no internet calling service available in this version. The push notification was also added in this version. There was the ability to disable data services. (Bilal 2019.)

Gingerbread 2.3 was the new addition in the android version. The user interface was updated. There was a high efficiency rate and the devices got faster. The internet calling feature was added. The one touch word selection and copy/paste option were added to make working with word easier. With the new keyboard, the process of typing was faster and faster word input was possible. This version of android was the most successful version compared to its previous versions. The voice input capability was added. There was support for multiple camera created that includes front-facing camera. The Google Company added a feature of Google Talk in the android version 2.3. NFC support was added. The efficient battery makes using this version of android easy and more useful. (Bilal 2019.)

Honeycomb 3.0 was launched on February 22, 2011. There were many existing features and new features were also added. The support of multi – core processors were one of such features. The ability to encrypt all user data made the operation of android phone easier. The feature which just existed in laptop or computer like browser tabs and incognito mode made their way to the android phone. Now it was possible to resize home screen widgets not only that but the redesigning keyboard for larger screen were also an added feature. The recent applications button was also added for multitasking. (Bilal 2019.)

On November 14, 2011 another version of android came into the market with the name Ice cream sandwich 4.0. There was a virtual button in the user interface that was added. The ability to shut down the applications that is using up the background data helped in saving data. The screenshot feature was added in this version of android. In this version of android, the pinch and zoom function was also added. Also, the android came with built in photo editor. (Bilal 2019.)

In the month of June 27, 2012, a new version of android i.e. jellybean 4.1 was released. It was a smoother user interface. There were many improved features of the previous version of android functions. There was an improved graphics quality in order to enhance multimedia viewing experience. Third party

launchers could also add widgets. Now in this version of android there was expandable notification system. This android dropped support for Adobe Flash. (Bilal 2019.)

The Month of November 13, 2012 brought some changes in the version Jellybean and the name of the android was upgraded to Jellybean 4.2 and 4.3. The changes in these versions mentioned below. The lock screen was improvement. There was a possibility for multiple user accounts i.e.it was possible to log in into different accounts with just one device however it was limited to tablet users only. The bugs were fixed that were there in the previous version. The group messaging system was introduced in this version. It was now possible to turn off notification's app by app. The performance was enhanced in this version compared to that of previous ones. (Bilal 2019.)

After the release of Jellybean, the android version named KitKat 4.4 was released on October 31, 2013. Navigation and status bars were added. The feature of wireless printing capability was introduced in this version of android. The ability for applications to trigger translucency was added. Smart watches with the support of GPS were available. The Bluetooth music support for smart watch was also available. Now users could set defaults for text messages in KitKat 4.4. (Pande 2017.)

Lollipop 5/5.1 version of android 5/5.1 was released on November 12, 2014. There were many changes that came in this version of Android. The name of this android version was Lollipop. The feature of Wi-Fi was available in a better form. Not only that there was improvement in the following feature: Bluetooth Control, sound profile, device protection etc. these were the feature which was better in this version of android than that of the previous version of android. The notification could be flicked away easily. A feature of automatic data encryption was available in this version. It was easier way to maintain multiple user accounts in android lollipop. Also, guest logins were also very helpful feature. The notifications were available on the lock screen. Android smart lock was introduced in this version. One android device can be linked to another android device. The application and notification setting could be accessible from lock screen. The recently used applications stayed on the memory after restart and could be used from the last time without disturbing its process. A native support for Wi-Fi calling was added. It was possible to search within the settings application. The feature of widget support on the lock screen was dropped. (Pande 2017.)

The new version of android named Marshmallow 6.0 was released on October 5, 2015. It transferred relevant information faster. The battery usage was more effective in this version of android. The security

system of this version was simplified. The longer battery use could be seen in this version. Different applications were kept in their place. The service like Google Now was also added. The very trendy function of fingerprint reading support was also started from Marshmallow. The backup settings were improved. Enabling of Do not Disturb mode was possible. Android Pay for mobile payment was released. Also, automatic backup and restore for application came into service. (Lopper 2019.)

Nougat 7.0/7.1 was released on August 22, 2016. This version of android packed with split screen view which helped multi – tasking due to the ability to display multiple application at the same time. A new keyboard function like a GIF support for default keyboard was added. The battery usage alerts were viewable. The picture-in-picture support for Android TV was also available. A third-party quick access was added to the settings. Not only that a quick in application switching function was also added. Data saving was possible and power saving mode functions were added. (Callaham 2019.)

The addition to the android version was Oreo 8.0 and 8.1 which got released in August 21, 2017. It supported the native picture-in-picture features in the phone. Auto fill password function was also available in this version. A Notifications channel which helped to sort notification based on importance was added. A snooze notification function was also available in this version of android. The new emoticon styling was also available in this version of android. The smart text selection could be used with this updated version of android. In this version of android, the redesigned power button made it look good and functional. An ambient display was also there in this version of android. The ability to adjust the night light was available from this version of android. This version revealed the android Octopus as well. (Callaham 2019.)

One of the newest versions in the market was the pie 9.0 which was released on August 6, 2018. The gesture navigation was available. There was an improvement in the security features. The new accessibility menu was also there in this version of android. A shortcut to screenshot was made available in this version of android. The adaptive battery and brightness were a great function addition in this version. It was easier to gather more notification information. A smart reply in messaging was also available in this version. The interface turns into gray color during bedtime to discourage usages during sleep times. It was easier to mute notification through a shortcut. A screenshot annotation was also added. (Callaham 2019.)

Android pie has just been out but a new and the 10th version of the android is already available in the market. The android version 10.0 'Q' has been available in the market not many have adopted this feature. There was transparency in the location settings. A focus mode can be enabled in this version of android. 5G support is possible. The setting for parental control was available in this version of android which made the mobile phone more children friendly. A new feature of foldable phone support was available in this version of android. The transparent privacy setting is also a very good feature addition to the mobile phone. Android Q is yet to be seen in a phone. The prediction is that this android version will firstly be featured on Xiaomi Mi A3. (Callaham 2019.)

#### **4.2 Market Targeting**

When the market division has been finished, the organization need to know about the necessities and needs of its chosen fragments. It is a legitimate concern for the business to distinguish any undiscovered needs in the commercial center, as there could be clients who may not be enough served by contenders. It is then important to distinguish the most beneficial fragments and to choose which sections will be served. There are three market inclusion options which can be applied; undifferentiated marketing, differentiated marketing and concentrated marketing. (Camilleri 2018.)

The marketing strategies are determined by the company's resources. But all the company's resources many not be adequate. Therefore, concentrated marketing could be the effective one. The sellers also should have adequate knowledge about purchasing power of buyers and their requirements. Along with these strategies, the seller should be capable to cover the competitors' marketing strategies and should only consider those market segments which are profitable. (Camilleri 2018.)

Marketing is an element that helps to know the desire of the customer. It categorizes target markets as well as applies products and services to assist such markets. Also, it includes the promotions of products and services within the market. It is the combination of four variables which are product, price, place and promotion. A product can be defined as a good or service provided by the proprietor of business for the sale in the market. Design, quality, packaging, customer service are the essential elements that should be considered while developing the product. The place is the area of the business and the distributor where the seller is going to sell the products. It is the most important for the business owner to know and understand the strategy behind the positioning. The price plays a vital role on purchasing the product

and services. It should be focused on target consumer income level. Generally, it includes discount, price collection, credit collection as well as cash and credit purchase. Promotion is the act of collaborating the morals and profit of the product toward the customer. It involves different methods such as direct marketing, sales promotion, advertising, as well as personal selling to encourage customers. (Padhy, Sahu & Mahapatra 2008.)

## 5 METHODOLOGY

In this chapter the methodology is discussed in detail. The theories related to the research of the study and diagrammatic illustration of the findings will be displayed. This is quantitative type of study. Quantitative study is the research which is used to identify the problem in the methods of numerical values or figures on which these values can be changed into usable data. It is very important to measure the attitudes, opinions, people's behavior as well as other many variables can be measured. Quantitative study only uses the numerical data to calculate the truth as well as expose design in research. (DeFranzo 2011.)

### 5.1 Study approaches

This is quantitative type of study which uses primary data through a survey. The respondents were selected from random sampling method. A booth was established in the New Road and people passing by were requested to participate in interview. Those who agreed were included in the study. Face to face interview was conducted. It is a method of data collection where researcher meet the respondents in person and conduct interview using questionnaire as the research tool. This is a time-consuming method however; it is helpful for the conduction of study including personal information. It also helps to understand the person's perception in a better way. (Neuman 2012.) This method was chosen because the researcher intends to know the background characteristics of the respondents. Firstly, the informed consent was taken from the respondents then interview was conducted. While taking the informed consent, the respondent was first explained about the objective of the research and they were assured about the confidentiality of the data.

After the collection of the data, the tools were managed systematically. The data collected through interview was entered in a software called Microsoft Excel. The data was then further analyzed in descriptive way. Then frequency tables were generated through the data. It is a type of table that counts the frequency of the variables and then its percentage. It is generally produced for individual variables. It also helps to find the errors in the data if there is any. (Manikandan 2011.) This was followed by the process of producing pie charts from the data which was presented in the final report for the clear illustration of data. There are various limitations in this study like time limitation, resource limitation. The

major limitation is that the study covers only 30 sample size. The information might be biased due to small number of respondents.

## **5.2 Validity and reliability**

Validity and reliability are the concepts to evaluate the quality of data collected in a research. They indicate the consistency and accuracy of a measure that how well the collected data are tested or measured. Validity is often defined as the extent to which an idea is precisely measured during a quantitative study. Another quality assurance during a quantitative study is that the accuracy of an instrument every time a researcher uses, which is termed as reliability. It implies that the extent to which a search instrument consistently has the identical results if it's utilized in the identical situation on repeated occasions. It is vital to anticipate validity and reliability of information collection instruments when conducting or critiquing a research. There are three major forms of validity: content validity, construct validity and criterion validity. Content Validity means the extent to which a research instrument accurately measures all aspects of a research. Construct validity is the extent to which a research instrument measures the intended data. Criterion Validity is the extent to which a research instrument is related to other instruments that measures the identical variables. Reliability relates to the consistency of a measure. The output received from a study should have approximately the identical responses every time the test is completed. Although it's difficult to abandon an actual calculation of reliability, estimates of reliability are often achieved through different measures. (Heal & Twycross 2015.)

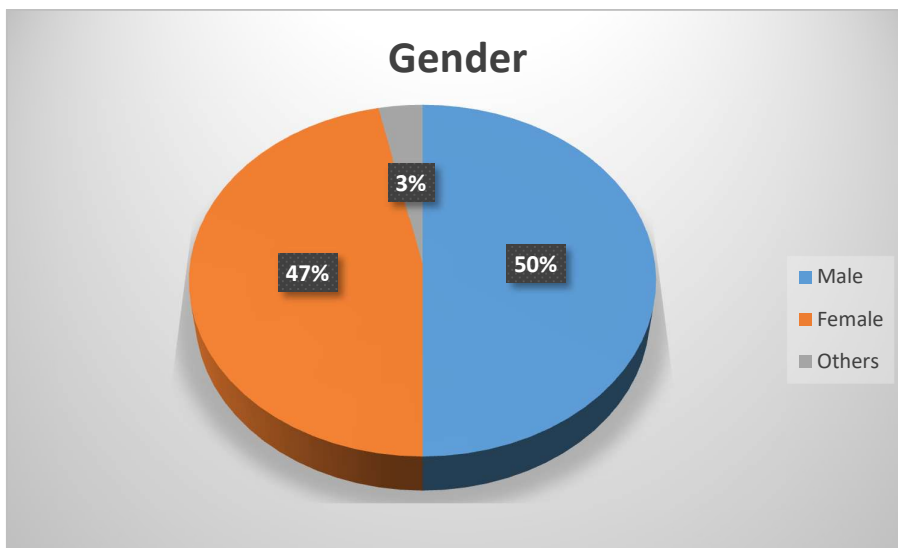
The concept of triangulation of data comes along when discussing about the reliability. It helps to strengthen a study by combining methods. Triangulation doesn't suggest a fixed method to the researcher, but it might include multiple methods of data collection and analysis. The criteria of research might define the methods chosen in triangulation to test the validity and reliability of a study. (Patton 2002.)

Validity and reliability are important in the context of this study as primary data is collected and questionnaire is used as a tool of data collection. The questionnaire is developed after the intensive literature review. Moreover, pretesting of the questionnaire was done with colleague before actual data collection and required modification was done. The entire study is processed under the close supervision of thesis supervisor. Hence, the study is valid and reliable.

## 6 PRESENTATION OF FINDINGS

In this chapter, the output of the survey is illustrated. The pie charts produced are presented below to illustrate the findings. The responses received during the survey were entered in Microsoft Excel and then analyzed. This process is followed by the producing of pie charts in order to present the data. The responses are presented as given below.

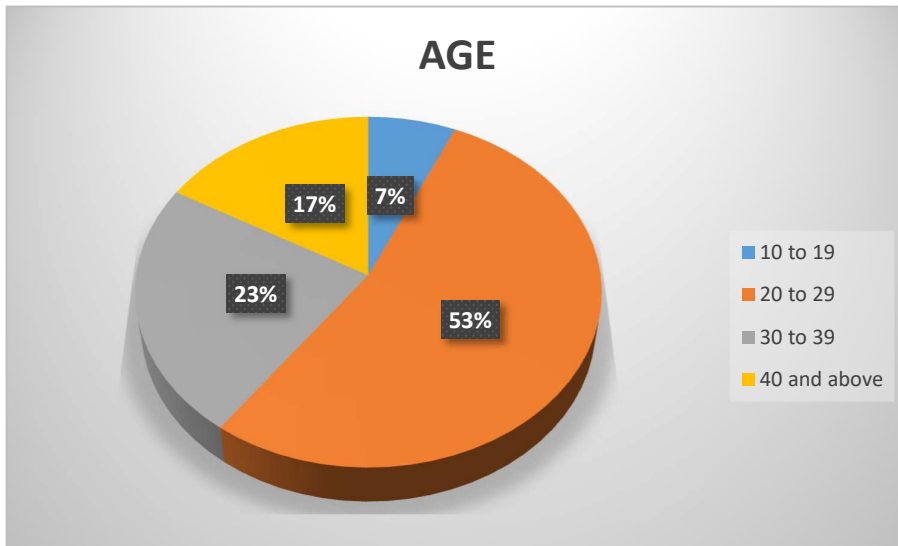
Gender is one of the important demographic factors, so we collected the information related to the gender of the participant. The result of the gender response towards target market demographics on android phones are given below. In the below pie chart, we can clearly observe that out of total respondents i.e. 30, there were 15 male respondents which bears 50 percent out of 100 percent also 14 female respondents which is 47 percent out of 100 percent and there was 1 respondent for others.



**FIGURE 2.** Gender response

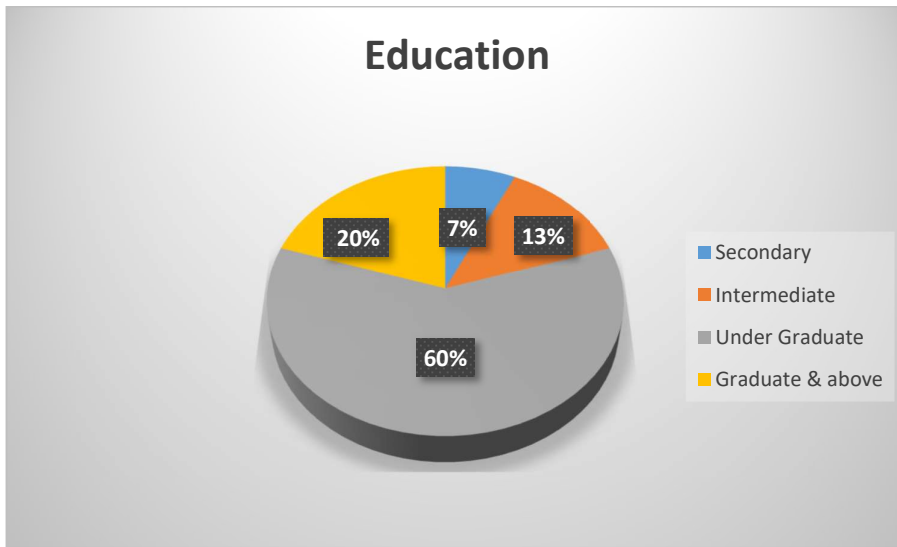


Another important factor of demographic characteristics is age group, so this information was collected. The diagram below shows that out of total respondents, there were 2 respondents from 10-19 age groups which bear seven percentage. There are total of 16 respondents from 20-29 age groups which hold 53 percent of participants. Likely, the total number of 7 respondents in the age group from 30-39 which was 23 percent and lastly the age group of 40 and above have 5 respondents which holds 17 percent.



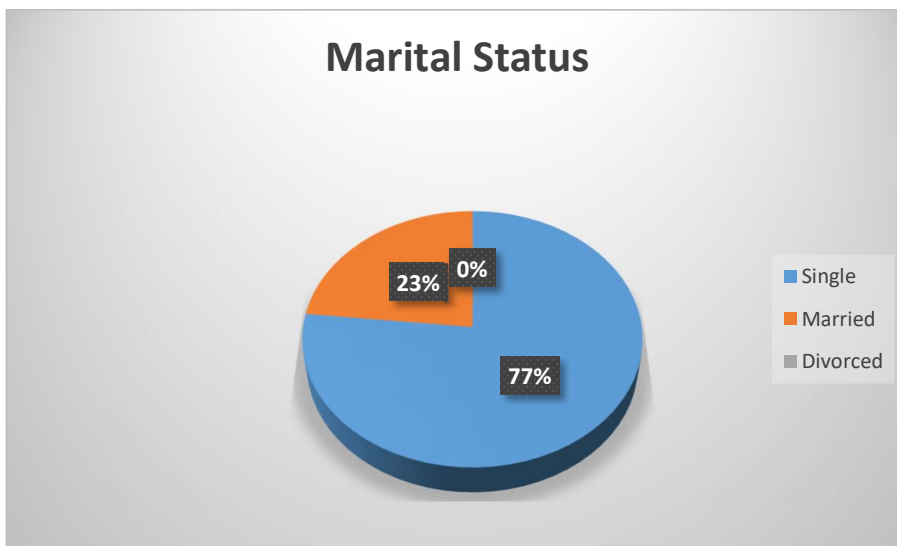
**FIGURE 3.** Age group respondent

According to the pie chart shown below, we can clearly see that out of total respondents i.e. 30, there are 2 respondents who completed secondary level were 7 percent. There were total of 4 respondents who completed their higher secondary level which was 13 percent of participants. Likely, the total number of 18 people which holds 60 percent and lastly there were graduated respondents and above graduation i.e. 6 which holds 20 percent. According to the data, more undergraduate students were found during the survey and this influences their perception in further responses.



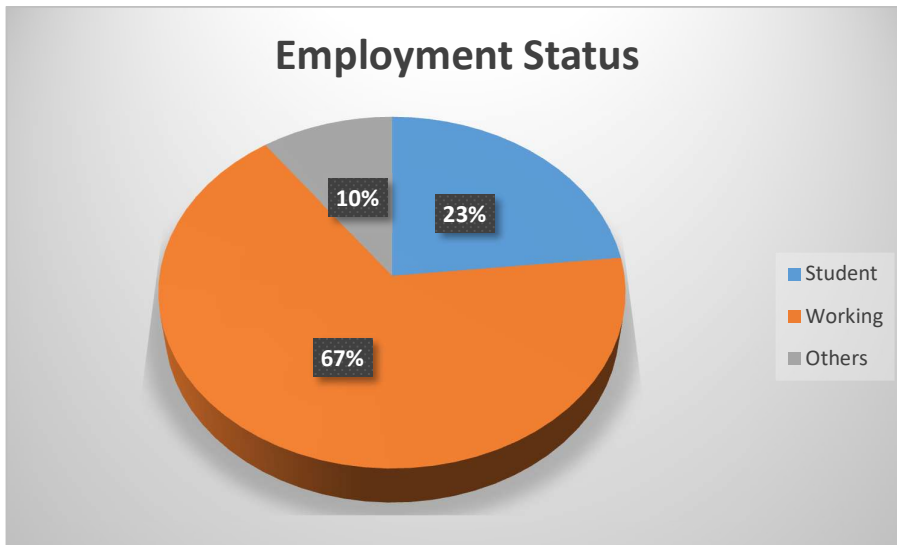
**FIGURE 4.** Education qualification of respondents

According to the diagram below, we can clearly see that out of total respondents i.e. 30, there are 23 respondents who are unmarried termed as single in the diagram below which is 77 percent. There were total of 7 people who were married which holds 23 percent of respondents. No divorced population was observed during the survey.



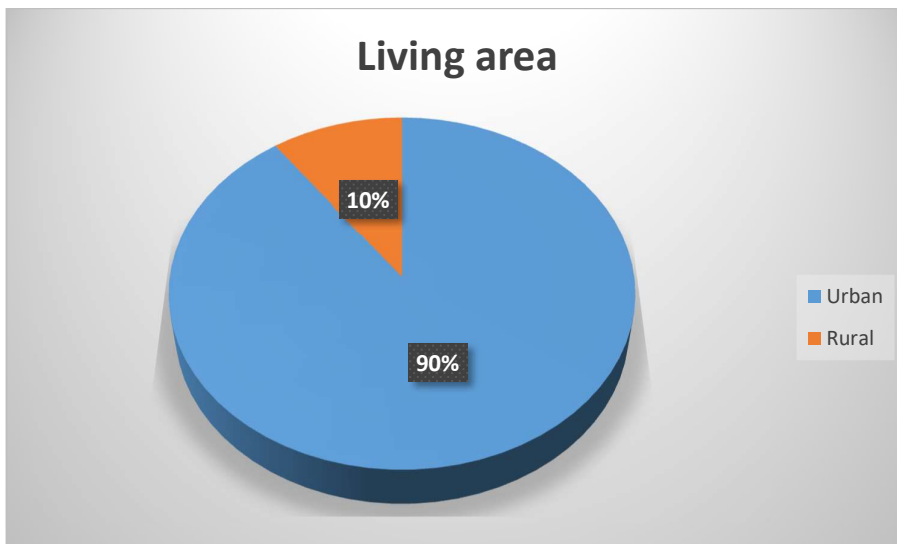
**FIGURE 5.** Marital status responses

According to the diagram given below, we can clearly see that out of total respondents i.e. 30, there were seven respondents who were students which bears 23 percent. There were total of 20 respondents who were working which is 67 percent of participants. Lastly, there were 3 respondents who are involved in other activities which is 10 percent. According to the data, a greater number of working respondents were found during survey.



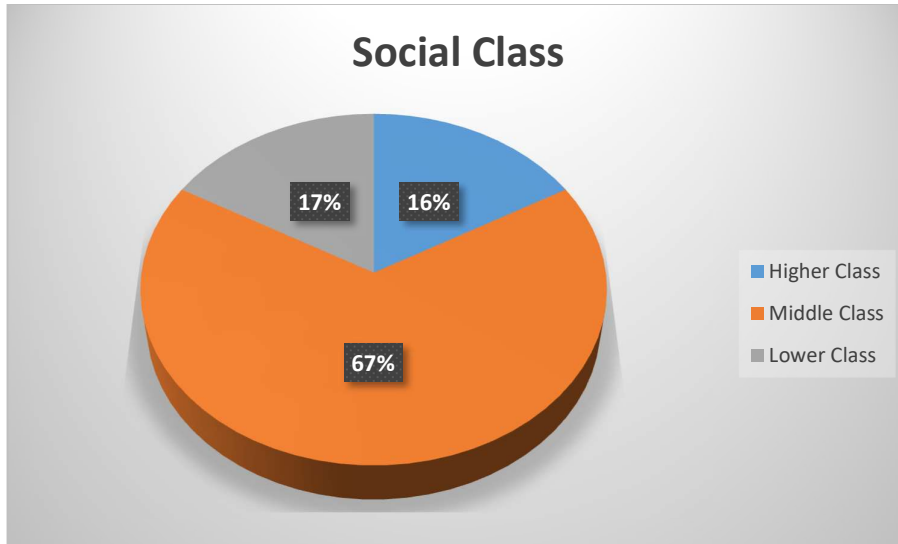
**FIGURE 6.** Employment status

As per the diagram below, we can clearly see that out of total respondents i.e. 30, there were 27 people who lived in urban area which is 90 percent. Likewise, there are total of 3 people who had migrated from rural areas which is 10 percent of participants.



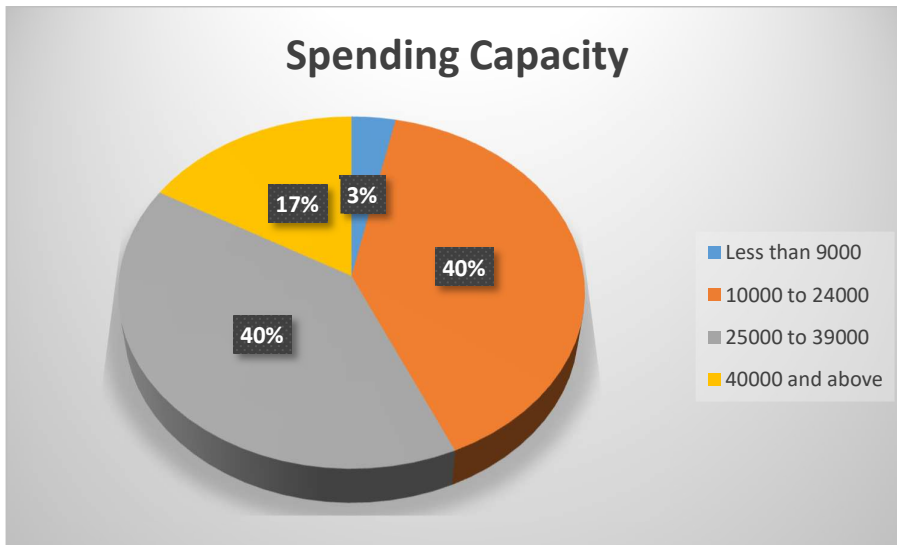
**FIGURE 7.** Living area of respondents.

Social class determines the standard of living. It is observed that out of total respondents i.e. 30, there were 5 respondents who belonged to high class family which bears 16 percent. Likewise, there are total of 20 people who belonged to middle class family which holds 67 percent of participants. We also have 5 respondents who are from lower class which bears 17 percent.



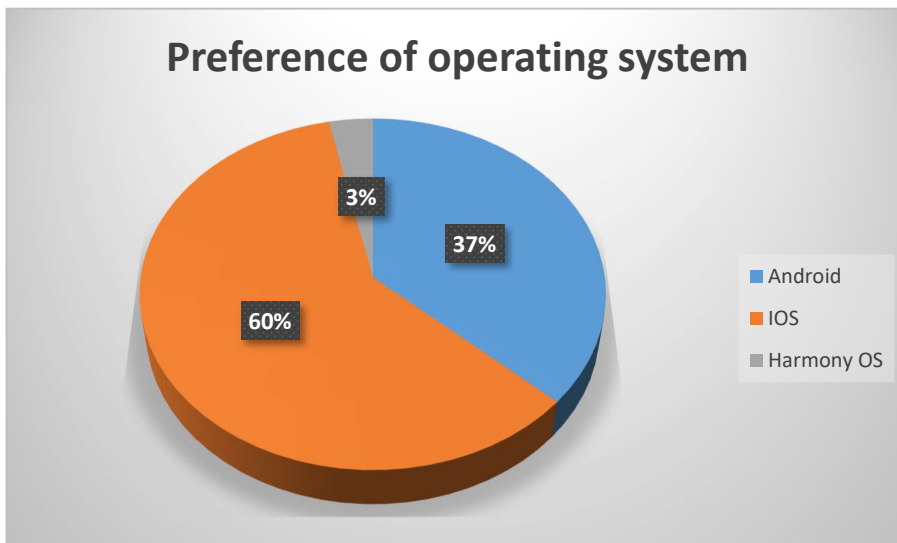
**FIGURE 8.** Social class

The diagram below shows that out of total respondents i.e. 30, there were three percent of respondents who stated to be able to afford android phone of amount less than 9000 NRS (90 euros). Likewise, there were total of 12 respondents who stated to be able to pay 10000 to 24000 NRS (100 to 240 euros) for a new android phone which hold 40 percent of participants. Also, there were 12 people who are willing to pay 25000 to 39000 NRS (250 to 390 euros). Lastly, there were five respondents who were willing to pay 40000NRS (400 euros) and above.



**FIGURE 9.** Spending capacity of respondents

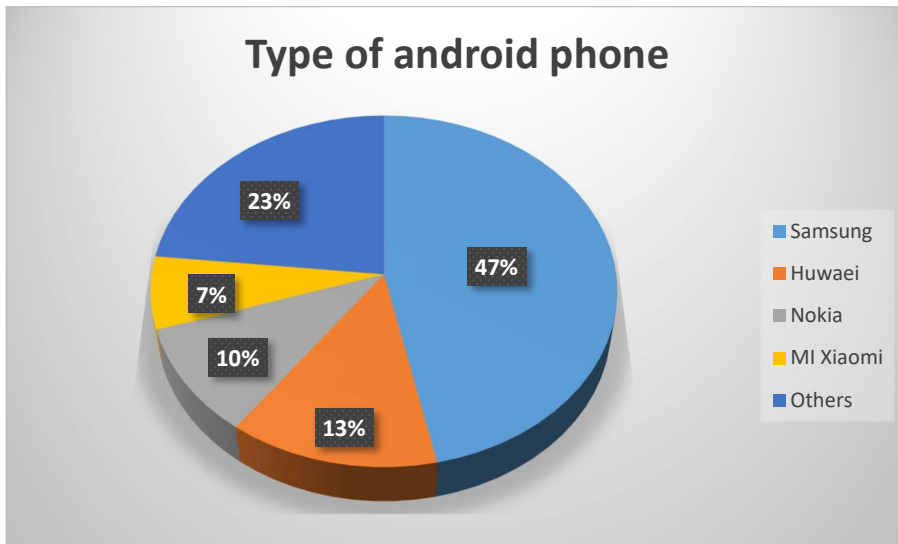
The pie chart clearly shows that out of total respondents i.e. 30, there were 11 respondents who preferred Android OS which bears 37 percent. Likewise, there were total of 18 respondents who preferred IOS which holds 60 percent of participants and 1 respondent who prefers Harmony OS.



**FIGURE 10.** Preference of operating systems

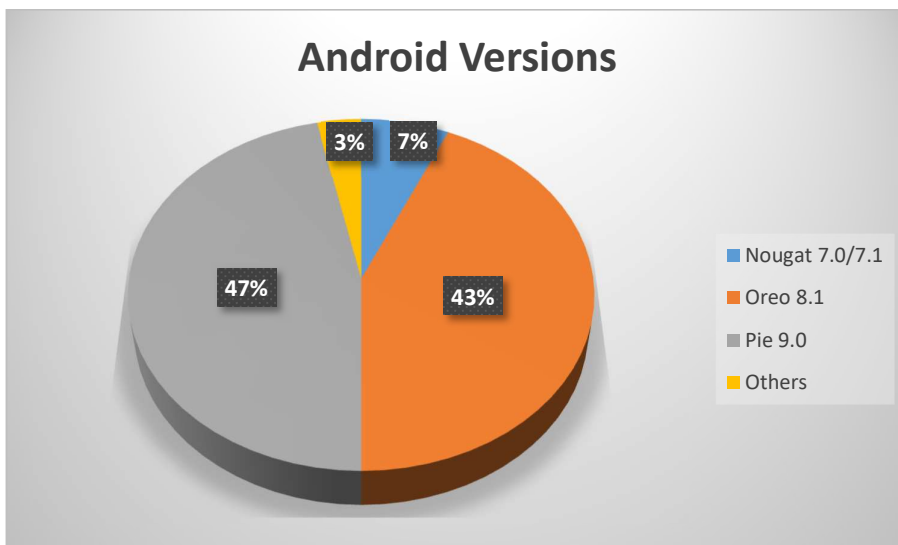
The figure clearly shows that out of total respondents i.e. 30, there were 14 respondents who are using Samsung phone which bears 47 percent. Likewise, there were total of 4 respondents who are using Huawei which holds 13 percent of participants. There were also people who were using Nokia phone which

bears 10 percent and the people using MI Xiaomi and other phone bears 7 percentage and 23 percent respectively.



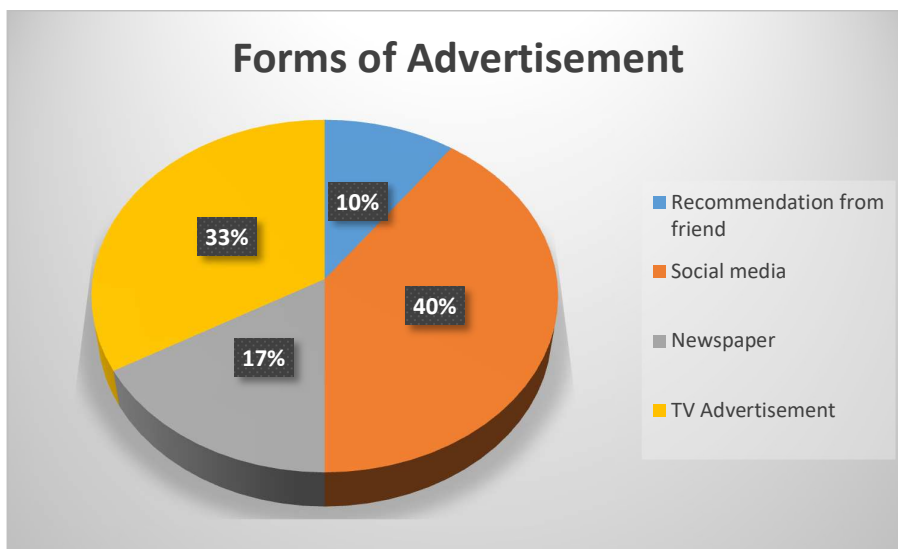
**FIGURE 11.** Distribution of respondents according to type of android phone user

The pie chart shows that out of total respondents i.e. 30, there were 2 respondents who preferred Android Nougat 7.0/7.1 which bear 7 percent. Likewise, there are total of 13 respondents who preferred Oreo 8.0 which holds 43 percent of participants. There were also people preferring Pie 9.0 which bears 47 percent. There was a respondent who prefers other android version than the mentioned android version and it bears 3 percentage of participants.



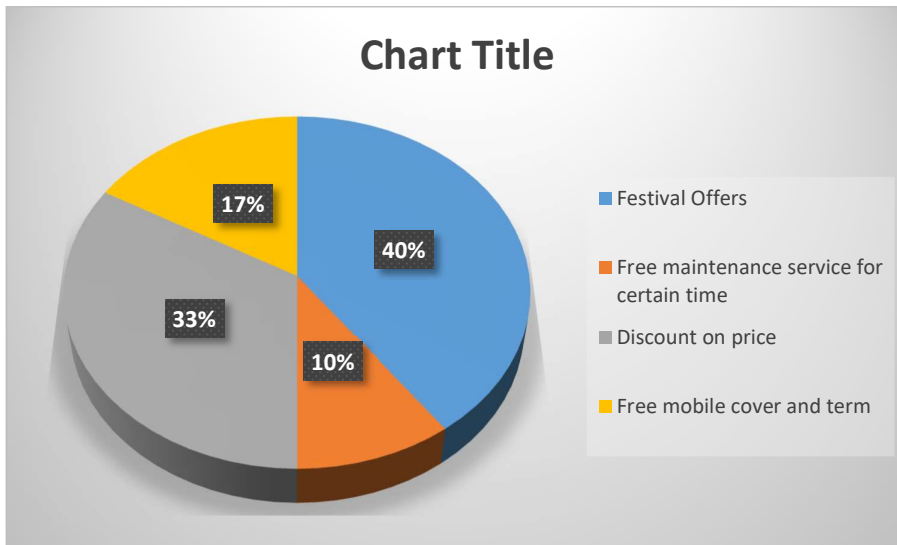
**FIGURE 12.** Preference of android version

Information on advertisement of android phone is a crucial issue. This information is very important for a company which helps to choose the mode of advertisement for their target customer. The diagram below shows that out of total respondents i.e. 30, there were 3 respondents who purchased android phone when recommended by others which bears 10 percent. Likewise, there were total of 12 respondents who purchased android phone when advertised through social media which holds 40 percent of participants. There were 5 people who purchased android phone when advertised through newspaper which bears 17 percent and lastly, there were respondents who purchased android phone when advertised through TV and it bears 33 percent of participants. So, from the below table we can state that the android phones are more actively sold due to social media advertisement than that of other forms of advertisement.



**FIGURE 13.** Mode of advertisement referred by respondents

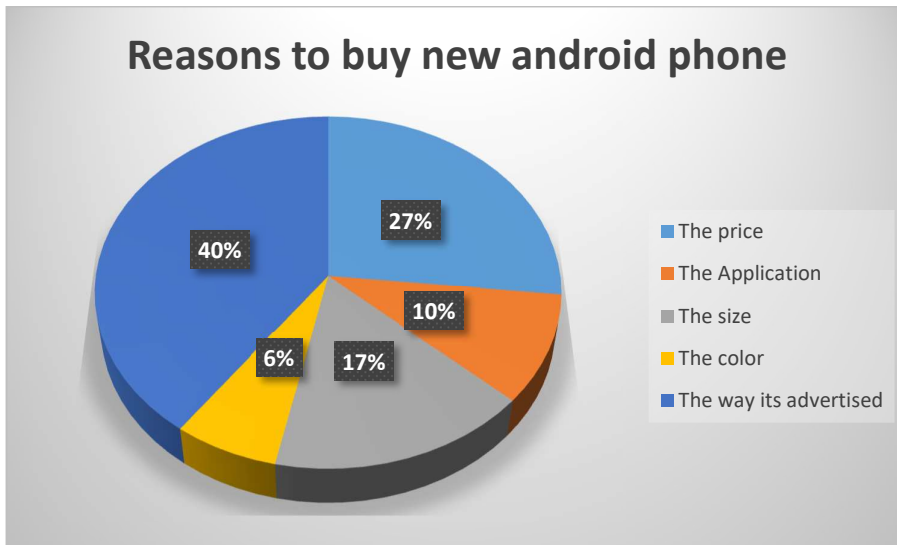
According to diagram below, we can clearly see that out of total respondents i.e. 30, there were 12 respondents who purchased android phone during festival offers which bears 40 percent. Likewise, there were total of 3 respondents who purchased android phone when there were free maintenance offers on the android phone which hold 10 percent of participants. There are 10 people who purchased android phone when discounts were available which bears 33 percent and lastly, there were respondents who purchased android phone when mobile cover and other accessories were provided at free of cost and it bears 17 percent of participants. Hence, the respondents stated that the android phones are more actively sold during festival offers than that of other forms of promotional offers.



**FIGURE 14.** Promotional offers utilized by respondents while purchasing android phone

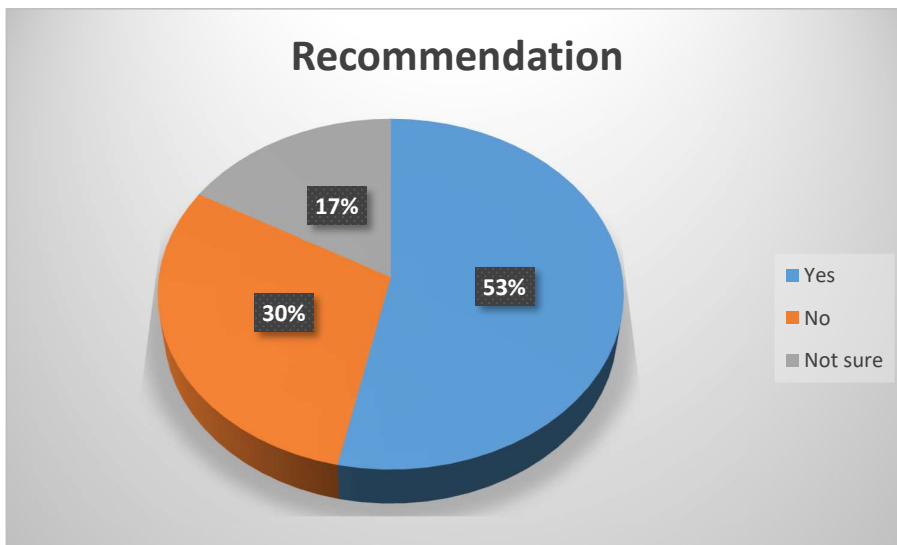
The factors driving respondents to buy new smart phone is another crucial information that a company requires. The diagram below shows that out of total respondents i.e. 30, there are 8 respondents who purchased new android phone by considering their attractive price which bears 27 percent. Likewise, there were total of 3 respondents who purchased new android phone by considering what applications are there which holds 10 percent of participants. There are 5 people who purchased considering the size of the android phone which bears 17 percent and there were respondents who purchased android phone considering the color of the phone and it bears 6 percent of participants. Lastly, 12 respondents stated that they were attracted by the way of advertisement which holds the majority of 40 percent of responses. So, from the above table we can state that the android phones are more actively sold due to the way how they are advertised than that of other options. This conclusion is based on the responses from 30 people.





**FIGURE 15.** Factors driving to buy new android phone

The diagram below displays that out of total respondents i.e. 30, there are 16 people who would prefer to recommend android phone to other customer which bears 53 percent and 9 respondents stated that they would not recommend android phone to others which bears 30 percent and there are 5 people who aren't sure if they would recommend android phone to others. According to the data, the people who would recommend android phone to others are more.



**FIGURE 16.** Recommendation response

## **7 DISCUSSION AND RECOMMENDATION**

Demographic characteristics is an important aspect that a company should study before entering into a market. The characteristics such as age, sex, income, education, etc. are the factors that affect a person's perception eventually affecting the buying decision. This study helps to understand the interest of a small size of sample in features of android phone. This is a quantitative type of study where respondents were selected randomly residing in New Road area. The first few questions in the survey were related about the demographic characteristics and the remaining were about the android phone. The data were then entered in Microsoft Excel, then frequency tables were generated, and results were presented in the form of tables. This study gives impression of android phone through the point of view of 30 respondents.

The study clearly examines the demographic status and the preference of android phone based on the demographic status. It explores the demographic characteristics such as socio-economic status and demographic status of those 30 android users in New Road, Town of capital city. The study is quantitative based on primary data collection. The study is based on the assumption that selection of product is influenced by socio economic factors. This study was done through a survey carried out among the people living around New Road. Face to face interview was the method followed. The data were analyzed and presented in forms of pie charts. The responses received are important to form a baseline data for the commissioner to help them to target marketing after they expand the business in this area.

### **7.1 Discussion**

This section helps to know the connection between the findings and the study objective. It will support that the responses obtained from the survey was helpful to start a new business in the area. When the respondents were selected randomly, respondents belonging to the age group of 20 to 29 years were found to be more in numbers during the study. This plays vital role in the following responses because the preferences vary according to the age. Regarding the education level, majority of participants were undergraduate. This might be the reason that highest response in social media marketing was produced because they are the active group in social media. Therefore, targeting the abovementioned age group and undergraduates, we can get a huge margin.

Regarding marital status, the unmarried population were found to be more in numbers than that of married or divorced. Further, occupation plays vital role in using and preferences over smartphone. It determines the buying capacity of the people. The study has more employed respondents than that of students. This has influenced the response in buying capacity of consumers. Based on this information, the commissioner can select its marketing and advertising area in future. For example, advertisements can be done in corporate company, organizations, markets, etc. so that it reaches to both employee and employer. When respondents were asked about the place they belong to in terms of rural or urban area, majority of participants were from urban area.

When asked from the respondents about the current mobile they are using, majority of them were found to be using Samsung phone. They also said that they are attentive towards the advertisement in social media rather than other media. Also, they said that Android Pie 9.0 version is better. In addition, the respondents are willing to buy new phone especially when there are festival offers.

There were high number of respondents from middle class income. There were only 16 percent of people from higher class income. Therefore, this information suggests focusing on the phones of reasonable prices. This evidence is further accompanied by the information about the willingness to spend on android. The responses depict that customer living around the area are willing to spend approximately 10,000 to 39,000 NRS. (100 to 390 euros) This provides a clear information about the willingness of customer to purchase the product. This way, the vital information about the capacity of buying and willingness to buy is obtained.

## **7.2 Recommendation**

These recommendations were generated from the survey conducted in New Road Area, Kathmandu. Altogether 30 respondents were included in the study and they were asked 15 different questions related to their demographic status and their interest in the use of android phone. This provides the perception of those 30 people living in the area.

Steps can be taken to minimize the gap between the perception of the customer and seller. A startup with providing a special application or special offers can be added to fill the gap. The age group from 20-29 were higher than other age groups. Perhaps, there are ways to engage other age groups to be attracted towards android phones. A company can create various features in a phone and can provide suitable

policies which can help to fill the gap between other applications. The level of education is also an important factor in demographics market segmentation. As various education materials are available in android phone, there is possibility for students to buy android phone which supports those features. There were more undergraduate respondents in this survey. So, the undergraduate respondents want to buy the mobile phones at a medium price having high and spacious internal memory either to play games or install other applications. Therefore, selling external memory cards can also be options to make the phone set cost effective. In order to encourage other age groups to buy android phone, special discounts can be offered. In addition, tablets can also be option to the old people for larger display.

The employed respondents were more in this study. Therefore, it shows the financial gap to buy android phone. So, in order to fill in the gap a special discount can be applied to the unemployed people. There can also be different types of public services for examples self-employed and job friendly mode can be applied so people can be benefitted by it. People living in urban areas have the higher uses of android phones compared to the respondent in rural areas. Network problem and long hours of power cut is common in Nepal. This demands android phones with good battery backup. In addition, making an offer during the initial days of startup in which people can exchange their old phones and get new ones can be a good milestone to gain the regular customers. The purchasing capacity of a buyer determines the sales of the products. Hence, the cheaper the price the higher the volume of sales. The question was set to determine the paying capacity of the consumer. The respondents who are willing to spend Rupees 10,000 to 24,000 (100 to 240 euros) and 25,000 – 39,000 (250 to 390 euros) have the higher number of buyers compared to other respondents. This helped us to know that the android phones with the price of Rs. 10,000 to 24,000 (100 to 240 euros) and 25,000- 39,000 (250 to 390 euros) might have the highest sales rate. There should be taken a necessary step in this competitive market and the price also should be managed in a feasible way.

A clash that has been there for a long time is IOS v/s Android. It's not that there isn't any other OS in the market but IOS and Android are a popular one. The number of respondents preferring IOS is higher than other. It helped us to know that the people prefer IOS. So maybe there can be made addition to the Android phones for example some features that are similar like in the IOS can be added so people can be fascinated towards Android phones as much as they are towards IOS. Android Pie 9.0 is preferred by a larger number of respondents than Android Nougat 7.0/7.1 or the Android Oreo 8.0 or any other version of Android. This helped us to know that Android Pie 9.0 is the most preferred than those of other respondents. It might be that the features in the Pie 9.0 are more likely familiar to use.

Advertisement has always played a very fundamental role in any possible market; the android phone market is no different. When the questions were asked most responded was on the option advertised through social media. So, there should be done strong advertisement in social media to target the potential buyers.

Special offers on any product tend to catch the attention of any customer. In festive season, more offers are available where the mobile phones are sold more than other days. The survey helped to highlight the opinion of the respondents which suggest that festival offers attract more than other options. So maybe there can be different special offers added to enhance the sales of the android phone. Maybe buy and scratch to win, cash back, special discounts or lucky draw winners can be some of the offers that can be made by the company.

The sales of android phones also determined on how the advertisements are carried out in the public. So, the android company should keep in mind how they are advertising their product. They should be very careful not to miss any details because people are paying special attention on the detailed information of the product.

## 8 CONCLUSION

This is the study aimed at providing baseline information about the types of customers living in the surrounding area of New Road Area which can be used for target marketing. The demographic characteristics play vital role in selecting and buying android phone. The demographic characteristics analyzed include gender, age group, education, level income, ethnicity. This was a quantitative study. Primary data collection was done via survey among the people living in the New Road area. A total of 30 respondents were interviewed. This study and research will give more information about the interest of people living over there which will help the commissioner to establish new branch and deal with the customer. Also, it helps the commissioner to apply the marketing strategy to attract its customer.

Demographic Characteristics play vital role to influence buying behavior of the consumer. Regarding the purchase of android mobile, participants have reflected their buying decisions which affected by one or more characteristics of demographic factor. Age plays a vital role in purchasing any type of the goods in the market. Firm goods as well as facilities are more likely to demand certain age groups. The younger people under 30 were main consumers to purchase the android phones. The millennial age group is growing in purchasing power and growing marketplace segment. Also, most of the respondents were working and they have the capacity to spend money in buying android phone where the price will be moderate. The education level of buyer also determines the category of purchase they make.

Regarding the operating system, most of the respondents prefer to use IOS but the smartphones they were using were Samsung. They were likely to buy the android version mobile phone because of the way it is advertised as well as the price. Most of the respondents get its reference from social media and TV advertisement. So, a wide range using social media and TV advertisement tends to bring highest sell of smartphone. Also, the new smartphone can be launched at the time of festival by providing special offer.

There were more respondents living in urban areas. There is noticeable difference in the response between urban areas and rural areas. It helped us to know that the urban cities have larger android business than that of rural areas. The higher responses are from the middle-class respondents than of another respondents. The difference between higher class, middle class, lower class are quite visible. This helped us to recognize that the middle class are using android phones more than higher class and lower classes.

However, the real scenario might be different as this conclusion is made based on those 30 respondents included in this study.

There were more respondents using Samsung phone compared to other android phones. We can see somewhat difference in demand of Samsung, Huawei, Nokia, Mi Xiaomi and other types of android OS phone. It helped to know that the Samsung phones are more demanded in the area according to the respondents. Android Pie 9.0 is preferred by a larger number of respondents than Android Nougat 7.0/7.1 or the Android Oreo 8.0 or any other version of Android. This helped us to know that Android Pie 9.0 is the most preferred among the respondents.

Advertisement plays a vital role in any possible market; the android phone market is no different. For any product to be a household name, it requires proper marketing and so we asked the question what advertisement measure would have an effective result. When the questions were asked, it was found that people chose mostly social media marketing. It helps figure out that the android phones are more actively sold due to social media advertisement than other forms of advertisement.

Special offers on any product help to attract any customers to use android phone. Festival offers help to sell more phones than other time of the year. The survey helped to highlight the opinion of the respondents which stated that festival offers attract them more than other options.

However, it needs to be considered that these conclusions were drawn by the survey done in New Road, Kathmandu with a very small sample of 30 respondents. Therefore, the future study can be done by including a higher number of respondents.

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**QUESTIONNAIRE**  
**D NAME PRIVATE LIMITED**  
**2019**

(○ Circle your answer)

**1. Your Gender.....?**

- A. Male                      B. Female                      C. Other

**2. Which category below includes your age?**

- A. 10-19                      B. 20-29                      C. 30-39                      D. 40 and above

**3. Education Qualification \***

- A. Secondary                      B. Intermediate                      C. Under -Graduate                      D. Graduate & above

**4. What is your marital Status?**

- A. Single                      B. Married                      C. Divorced

**5. What is your occupation?**

- A. Student                      B. Working                      C. Others .....

**6. Urbanity.....**

(Please mention in which level of urbanity do you live)

- A. Urban                      B. Rural

**7. Social Class**

- A. Higher Class                      B. Middle Class                      C. Lower Class

**8. Spending Capacity (in NRs.) \***

(Please mention your spending capacity on a new Android phone.)

- A. Less than 9000                      B. 10000 to 24000                      C. 25,000 to 39,000                      D. 40000 and above

**9. Which operating system do you prefer in your mobile?**

- A. Android                      B. IOS                      C. Harmony OS

**10. Which Android Phone are you using?**

- A. Samsung                      B. Huawei                      C. Nokia                      D. MI Xiaomi                      E. Others

**11. Which android version do you like most till now?**

- A. Nougat 7.0/7.1                      B. Oreo 8.1                      C. Pie 9.0                      D. Others

**12. How did you get the reference of using the android phone that you are using currently?**

- A. Recommendation from friend
- B. Social media
- C. Newspaper
- D. TV Advertisement

**13. What kind of promotion from a mobile company do you prefer?**

- A. Festival Offers
- B. Free maintenance service for certain time
- C. Discount on price
- D. Free mobile cover and term

**14. What drives you to buy a smartphone?**

- A. The price
- B. The Application
- C. The size
- D. The color
- E. The way it's advertised

**15. Would you recommend others to use Android Phone?**

- A. Yes
- B. No
- C. Not sure