

Understanding Consumer Online Search Behaviour for the Purchase of Smartphones – A Qualitative Exploration

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Cite as:

MANDAL MADHU (2019), Understanding Consumer Online Search Behaviour for the Purchase of Smartphones – A Qualitative Exploration. *Proceedings of the European Marketing Academy*, 48th, (9557)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

The objective of this study is to understand the consumers' online search behaviour for smartphones. The extant literature provides no concrete evidence regarding whether the consumers look for particular attributes in smartphones or they seek specific benefits during their search processes. A qualitative study was undertaken to comprehend consumers' responsiveness to attribute driven approach vis-à-vis benefit driven approach in the context of online smartphone search processes. The findings of the study revealed that consumers rejected benefit driven approach to online search processes. This study can be beneficial for online smartphones recommendation sites or apps as they may get insights about smartphone users' preferences and their evaluation criteria. By understanding the consumer search behaviour and the important parameters they consider while making a purchase decision, the recommendation sites/apps can create better users' search experiences.

Keywords: *Search; Benefits; Attributes*

Track: Consumer Behaviour