



## What To Buy For My Love...

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**Abstract:** *It was February 13<sup>th</sup>, 2020, Valentine's Day was fast approaching and Anita wanted to buy a mobile phone to be given as a valentine gift to her boyfriend, Ravi. During brainstorming last night with her brother she decided to buy a mobile phone out of different choices. She was not very good at technological oriented product and it was decided that her brother would meet her in the market but due to unavoidable circumstances he could not come. Now standing alone in the mobile market of Calcutta she had to choose 1 out of 3 mobile phones shown by different salesperson. She had to shake off her indecisive nature and decide whether to choose J5 (Reliable but may not be suitable according to occasion), C7 Zepro (on discount) or Love 4 (Especially for occasion but may be unreliable).*

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### THE CASE

'I am really confused, what to buy for him. It is very difficult to choose one out of three!'

It was February 13<sup>th</sup>, 2020, Valentine's Day was fast approaching and Anita wanted to buy an enthralling gift for her love, Ravi. As time was passing on, her frustration was increasing regarding the purchase. She was standing in the mobile market of Calcutta, feeling confused as she had never been to this market before and like most of the people she was not very good at purchasing technology oriented products. Her brother promised that he would reach to the market by leaving his office early today. But now she received a text message that he had some urgent works to wind up so he would be bit late.

It was norms of their relation that on every occasion they must give gifts to each other so she could not delay or not purchase any thing for Ravi, as he must have purchased something for her also. Deciding on what to buy was also very difficult for Anita as Ravi was very choosy and he does not like things ordinarily. With the long brainstorming process, last night with his brother, she decided to go for purchasing

mobile phone instead of other options like digital camera, laptop, or tab. As Ravi loves to have new mobile phone after every 4-5 months.

Now standing in front of the market being starred by different people, when she decided to try it herself, suddenly a nearby shop keeper called “May I help you?”

Anita looking muddled asked him to show ‘M5’ version of the ‘Mark Mobiles’ a famous model of one of the leading brands in India.

**Shop keeper:** Madam, this mobile is short in the market due to huge demand but I can show you other versions which are far better than M5. Just look at this ‘J5’ version of ‘Jolean Mobiles’ comes in blue and white color, slim and light weighted device (5.7’ inch screen) that could be carried in the pocket easily. Covered in striking metallic body, sharper resolution of 1080p makes users enjoy wonderful viewing experience with jelly bean technology. Internal storage of 16 GB and external storage up to 64 GB helps users to store as much files as they can. To enjoy your selfie craze, J5 offers 5 mega pixels of front camera along with 16 pixels at the back. It also includes features to connect to the world through Wi-Fi, Bluetooth, 2600 mAh battery timing and 1.2 GHz Quad-Core Cortex-A53. The price of the set is ₹13,900 (1 Indian Rupee = 0.015 USD).

Suddenly Anita looked at the poster of 20% discount (showing price ₹9,900) on ‘C7-Zepro’, a brand of another leading company. It was a stylish and performance driven phone, with 4.7 inches’ touch screen, brighter and sharper resolution of 480 × 800 pixels to view crystal clear images, videos and play games. Dual front and back camera with 16 and 10 mega pixels along with LED flash light, allows users to capture their moments with clearer images. It is quad core 1.2 GHz Cortex A7 processor, runs on Android OS v5.1.1 (Lollipop) along with internal memory of 10 GB and external up to 256 GB. The set offered good battery capacity of 2200 mAh, and was available in more prominent and more favored colors like black, white and golden. Additionally, this mobile phone was protected by Corning Gorilla Glass 4 technology, to protect it in case it falls on the floor.

Anita feeling unsure about which brand would be better, thought to try another shop. On the way, she luckily met Kailash, one of the close friend of Ravi. She became relaxed as she thought her big problem is going to be solved. Kailash told her “previous both brands are better and not experienced by Ravi but it is also better if she looks for other brands as well for better consideration”. He further added “Ravi mostly purchases mobiles of ‘Mark mobiles’ but sometimes also goes for other options”. After telling this, Kailash rushed towards his friends waiting for him outside the market.

While looking at the banner ‘Special Valentine Gifts’, she entered the shop and started a conversation with the salesman.

**Anita:** Can you please show me any model, very special regarding Valentine’s Day gift?

**Salesman:** Just see this model ‘Love 4’ it is a new arrival and very special. The set is in metal design, giving premium feel while holding in hands. Offered in four vibrant colors including blue, black, gold and red, gives liberty to the users to opt for particular color. The set offers excellent battery timing with the capacity of 3000 mAh along with 1.3 GHz Quad-Core Cortex-A7 processor. Running on Android Lollipop version, upgradable to v6.0.1 Marsh Mallow OS, it offers various romantic wall papers and apps.

Muhammad and Priya

You can record your loveable moments at 1080p with 5.0 and 13.0 MP in front and back camera. It is light weighted, 5.3 inches screen with internal memory of 20 GB and external extended up to 256 GB. And a part from these innovative and a lot of features when it comes to price, it is very reasonable just for ₹11,900.

**Anita:** And what about M5, J5 and C7-Zepro?

**Salesman:** Madam, M5 is short but can be available at high price which might be out of your range, while J5 and C7-Zepro are successful versions but are of previous years. 'Love 4' is the best for you as it is new in the market and offers several distinctive features.

Anita was ready to buy 'Love 4' because of its color range and uniqueness when she heard a conversation of a customer with another salesman who came to return the same mobile as it was new and the company was not very reliable.

Thrice of the phones were offering 1 year warranty with internet facilities and were in price range of Anita. Neither Anita nor Ravi were price or brand conscious but she wanted to purchase one which must be accurate according to occasion but also long lasting. Few shops had been closed and remaining ones were about too, when she received another message from her brother 'Due to an email from head office, I will still not be able to reach at least till an hour.' Now she had to make decision on her own without delaying it anymore.

**Discussion Questions:**

1. What is the difference between buying for occasion and buying in normal situation?
2. What is the dilemma in the case?
3. Describe Personality traits of Ravi.
4. Describe which characteristics are affecting consumer buying behavior in this situation.
5. What steps are required for Anita, leading up to her final decision? How does Anita prioritize which information is more important and relevant to her purchase? What are her alternatives?