

Exploring the Impact of Planned Obsolescence Strategies on Consumer Behavior in the Mobile phone Industry

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

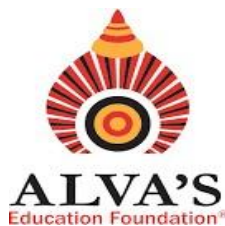
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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HOD

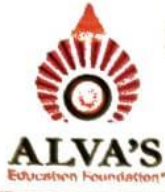


Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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CERTIFICATE

This is to certify that **VINAY VASANT PATIL** bearing USN **4AL21BA107** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"EXPLORING THE IMPACT OF PLANNED OBSOLESCENCE STRATEGIES ON CONSUMER BEHAVIOR IN THE MOBILE PHONE INDUSTRY"** is prepared by him under the guidance of **Mrs. Priya Sequeira**, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I, **Vinay Vasant Patil**, hereby declare that the Project report entitled "**Exploring the Impact of Planned Obsolescence Strategies on Consumer Behavior in the Mobile phone Industry**" prepared by me under the guidance of Mrs. Priya Sequiera, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

PLACE: MIJAR

DATE: - 08/09/2023



SIGNATURE

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EXECUTIVE SUMMARY

The Project work “**Exploring the Impact of Planned Obsolescence Strategies on Consumer Behavior in the Mobile phone Industry**”, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

1. The main objective of this study is to explore the idea of planned obsolescence and its impact on consumers purchasing behavior.
2. To understand consumer attitudes and behaviors related to planned obsolescence in the mobile industry.
3. To explore the effects of planned obsolescence on consumer satisfaction, loyalty, and trust in mobile phone brands.
4. To analyze the relationship between age groups and mobile phone replacement frequency.
5. To examine the impact of warranty expiration on mobile phone problems.

This report is divided into five chapters. First chapter is about Introduction and History of mobile phone industry in India. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected by the Loyalty Programs benefits of the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.