

the cost of 5G services will be 30% more than 4G. Initially the cost of 5G smartphones is going to be expensive. If we consider Indian smartphone market, majority of buyers fall into budget or midrange segment.

Online questionnaire helped us to gather various responses from the respondents. With the help of responses, we concluded the overall buying behaviour of Indian consumers towards roll out of 5G smartphones. Respondents are willing to avail the benefits of 5G enabled handsets and are ready to pay a premium price for it. There is a clear inclination towards 5G centric smartphones and respondents are aware of advantages of 5G technology. If given an option between 4G and 5G handsets maximum number of respondents voted for 5G handsets which indicates the demand for 5G smartphones is rising. Even though there are no 5G services, yet there is an excess demand for 5G smartphones in India. Majority of the respondents are considering “5G” as a decision-making factor in their next smartphone which clearly indicates there’s a disruption in smartphone market as demand for 4G smartphones is getting low while 5G enabled handsets will dominate the smartphone race in India.

14. References

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