

Top 10 Websites to Buy Smartphones: A Literature Review

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Abstract

Buying smart phones is something we do very carefully. We do a ton of research and until we are convinced that this is the right choice for us, we just can't buy it. For most of the households, it is a very huge decision when a new mobile phone has to be bought. Sometimes, we don't even trust the stores which sell phones. How can we trust these online stores then? The answer is simple. These sites have worked hard on earning people's trust. The first thing that these online stores assure us is that we would get 100% original product and it would be an assured buy. Over the time, we have come to trust these online stores because they have stood up-to our expectations. This is why they are the top 10 websites to buy smart phones.

Keywords

Smartphones, Mobile online market

I. Introduction

Smartphones are a components of mobile phones and multi-purpose communicating devices. They are distinguished from featured phones because of their stronger hardware capabilities and mobile operating system. Smartphones typically contain a number of metal-oxide-semiconductor (MOS) Integrated Circuit (IC) chips, include various sensors that can be leveraged by their software (such as a magnetometer, proximity sensors, barometer, gyroscope, or accelerometer), and support wireless communications protocols (such as Bluetooth, Wi-Fi, or satellite navigation).

II. Flipkart

Flipkart is the best site to buy any kind of electronics. It is a huge platform which sells thousands of products. The site may not be as good in other products but for smart phones it is the place to go to. The site assures you that whatever product you are buying is an assured buy and that it comes from one of the trusted sellers only. You can see how many people have given what kind of rating and you can decide you purchase according to that. It is a simple website with nothing too complicated and that is why it is on the top. People have always given good reviews about its service and products. You even get 10% extra discount on any product if you pay through ahdhc bank card. With only the best sellers and all the top brands, this is your site to go to. Many companies even launch their phones on Flipkart which are exclusively available on the site only. There are many brands, including those that are not available in the market.

III. Amazon

We all know about the services of Amazon. It is the shark of the e-commerce field. It may not be on top in the mobile phone category but it's close to Flipkart. With Amazon, the best part is that you get the benefits of being a prime member. You can get your product delivered on the same day if you want by paying just 50/-. One day delivery or two day delivery is totally free for prime members. You will get all the big brands and you can also go for Amazon exclusive mobile phones if you are confused regarding your purchase. With all the featured deals and the lightning deals, the shopping is even better.

IV. EBAY

EBay has been around for a long time. It was the top site before Amazon and Flipkart took over the market but it is still in top 3. It is a platform where you see consumer to consumer selling and seller to consumer selling. The pros of buying a smart phone from EBay are that you can put it on watchlist and you can buy it when it has the lowest price. You can even see what other buyers are looking at so you know what's popular at the moment. You can buy refurbished phones as well on this site. They all are tested properly and then only put up for sale. You will never get a bad product.

V. Snapdeal

Snapdeal is another major online store that sells mobile phones and many other products. It may not be as popular as the top 3 but it still takes up a huge share of the market. People have given good reviews about its service and products. Like it's in the name of the site, it gives you great deals like 10% discount on HSBC card and 5% cash back on HDFC card. If you buy a smart phone from this site, you can even compare your choices and see which one is better. You can see all the ratings and reviews and check what people have to say about the product. With Snapdeal gold, you get faster delivery without any charge. It is all done to make your experience better.

VI. Shopclues

Shopclues is also one of the e-commerce giants. It has recently gained its popularity because of its great collection and the deals that it offers. It majors in fashion but the mobile phone category is not too bad as well. The service is great and the quality of products is good. It has a tie up with mobikwik due to which you get 15% super cash if you pay with the app. You can even look at what other people are viewing and buying so that you know which is the most bought phone at the moment. It even gives shopclues mobile offers of the day under which you can get up-to 40% discount.

VII. Paytm

We usually use paytm more as a mobile wallet and less of a shopping site. Due to this people are missing out on all the deals the site offers on various products. On mobile phones, you can even get cash back up-to 3000/-. Saving that much on a phone is like a lottery. There are flash offers too under which you get extra discounts. You can see all the offers from different sellers and make the right choice. The best part is the trust that the site offers us and the 100% assurance. We all will be compelled to buy phones from here because their service is actually good. They ship you product the same day and deliver it as soon as possible.

VIII. Croma

This website is like an online portal for all the croma stores. Croma is undeniably a huge retail chain that we all trust. It is like shopping at the store itself but you are actually sitting at your home. You can refine the products according to the specifications you want in your phone, even up-to the kind of sim slot you want. The filters are great and they make it easy to find your ideal phone. Once

you order the phone you can choose to pick it up at the store or you can get it delivered. You may not have time to go and shop but you can just pick your phone on your way to your office. You can even exchange an old product and get the price of your new phone reduced.

IX. The Mobile Store

This is a website exclusively designed to sell mobile phones. When you visit the site, it asks you whether you know what to buy or you don't. If you are confused, it helps you to choose a phone according to your budget and shows you the best brands under that. You can sell your phones as well. There are so many coupons that you can avail and get discounts. The best part is its 2 hour delivery. With a meagre charge, it delivers the product in exact 2 hours or you can choose to pick up at the store as well.

X. Homeshop18

Homeshop18 is an on air shopping channel. You can order through the commercials or go to the website and find the product of your choice. It doesn't show you what people like about the products, it also shows you all the negative reviews. You can make a truly informed decision by looking at the reviews. The site also gives recommendations on mobile phones, telling you what would be the best choice for you. You even get discounts in the form of freebies which make your purchase even cheaper.

XI. Ezoneonline

As the name suggests, it is a website made to sell electronics. Their mobile phone collection is good and the site has mostly all the brands. It gives you vouchers for further discounts. It even shows you details regarding what kind of networks would work on that particular phone and what all in built apps it has. The description is very detailed. The best part is that you can buy mobile protection for around 399/- and get a benefit of up-to 5000/- in case of accidental damage. Other plans are also available.

All these websites have made it easier for us to make an informed decision regarding our purchase and buy only those products which are best in quality. Now, we visit these stores more than we visit actual stores. Well, next time you think of buying a smart phone, try out these sites.

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