

A Study of Consumer Buying behavior towards Mobile Phones with Special Reference to Hapur Dist.

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Abstract: *The process through which people look for, choose, acquire, use, and dispose of goods and services in order to satisfy their needs and wants is known as customer buying behavior. The primary goal of consumer purchasing behavior is to fulfill the needs and desires of the target market. Studying consumer purchasing patterns is mostly done to enhance sales and profits for the store, as well as to fulfill client requirements and wants and preserve the reputation of the establishment by doing so. The study provides a brief overview of consumer perceptions of and purchasing tendencies toward various mobile phone brands, customer preference levels related to various mobile phones, key features that customers look for in a mobile before making a purchase, and factors that affect consumer decision-making when buying a mobile phone.*

Keywords: Consumer Buying

I. INTRODUCTION

1.1 Customer Buying Behavior

The whole of a consumer's views, preferences, intentions, and choices surrounding how they will behave in the marketplace while making a purchase of a good or service is known as customer buying behavior. Anthropology, psychology, and economics are social science fields that are used to investigate consumer behavior.

The process through which people look for, choose, acquire, use, and dispose of goods and services to satisfy their requirements and wants is known as customer buying behavior.

Why customer buying behavior is important for Mobile phones

The primary goal of consumer purchasing behavior is to fulfill the needs and desires of the target market. Consumer behavior reflects: The full range of options What, why, when, where, how much, how frequently, and for how long to purchase a mobile phone.

Use of studying consumer buying behavior for Hapur Dist.

1. To boost the sales and profit of the organizations.
2. To fulfill the needs and desires of the customer.
3. To preserve the reputation of the organizations by meeting client demands and wants.

1.2 Objectives of Study

Based on the research requirement following are the objectives of research:

1. The primary goal is to examine how consumers perceive and behave when purchasing various mobile brands.
2. To understand the level of client preference connected to various mobile phones.
3. Researching the key characteristics that buyers of mobile devices seek out before making a decision.
4. Elements that affect the decision to buy a mobile phone.

1.3 Scope of Study

Scope of study will assist the business in managing its product portfolio by assisting it in comprehending consumer purchasing behavior .Improved customer service through better understanding of consumer purchasing habits.

This study makes an effort to investigate consumer purchasing patterns, preferences for mobile usage, and how customers look for products to meet their needs. Evaluation of the goods, customer happiness, and consumer responses to product advertisements are all included. The goal of this study is to understand clients' preferences in their entirety.

Research Methodology

1.5 Type of Research

- Descriptive research

1.6 Data Sources

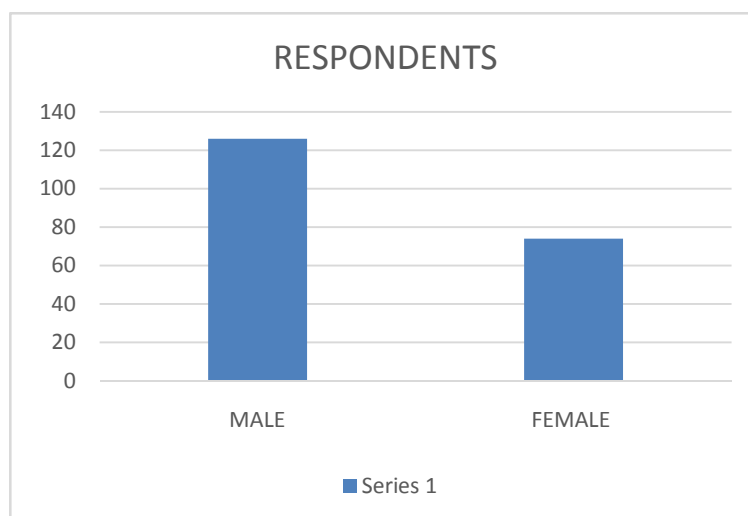
- **Primary data:** For collecting primary data observation and questionnaire method were used
- **Secondary data:** For collecting secondary data internet and various reference books were used.
- **Size of sample:** 200 Respondents
- **Sampling method:** Simple random sampling
- **Types of questionnaire:** Closed ended
- **Scaling and its type:** Likert

1.7 Limitations of Study

1. Because sampling method is the foundation of research, outcomes may alter if Sample = Population.
2. Due to the following causes, there may be some inaccuracy in the data filling procedure.
 - A) External influences
 - B) Conceptual misunderstanding
 - C) Hasty questionnaire completion
 - D) Customer disinterest
3. There are just 200 consumers in all.
4. The allotted time for study is limited to just 60 days

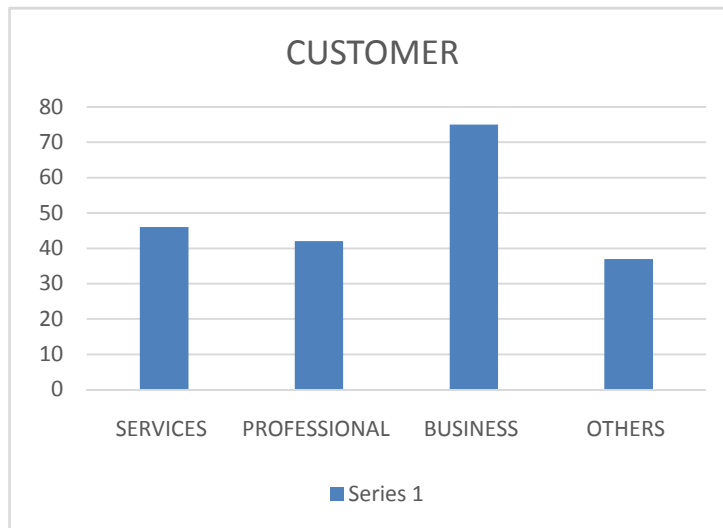
II. DATA INTERPRETATION AND INTERPRETATION

GENDER OF RESPONDENTS	
MALE	126
FEMALE	74



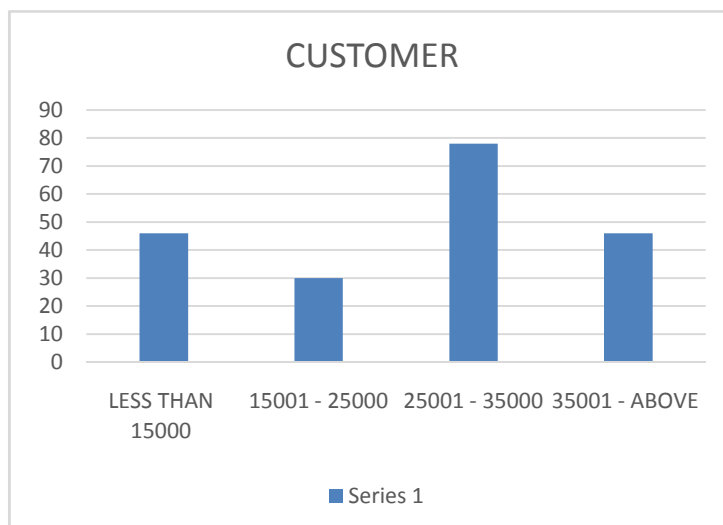
Interpretation: From the above graph it can be observed that most of the customers who buy the mobile phones male are 63% and females 37%.

OCCUPATION OF CUSTOMER	
SERVICES	46
PROFESSIONAL	42
BUSINESS	75
OTHERS	37



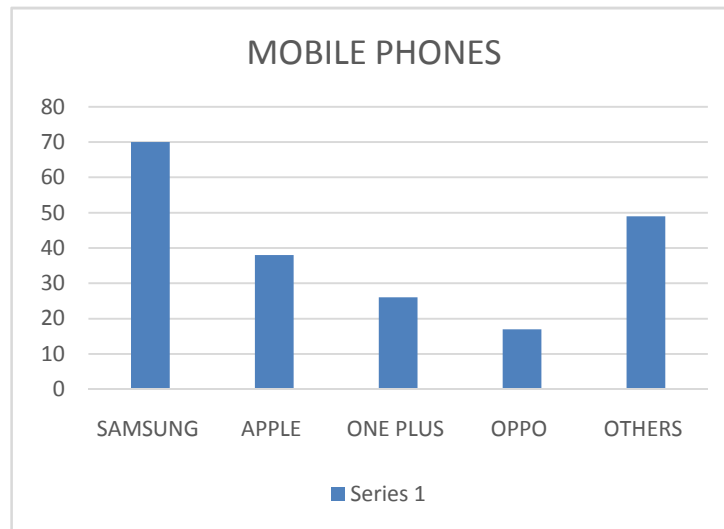
Interpretation: Most of the customers who buy the mobile phones are business men 37.5% then professionals 21% and service persons 23% and 18.5% others.

INCOME LEVEL OF CUSTOMER (PER MONTH)	
LESS THAN 15000	46
15001 – 25000	30
25001 – 35000	78
35001 & ABOVE	46



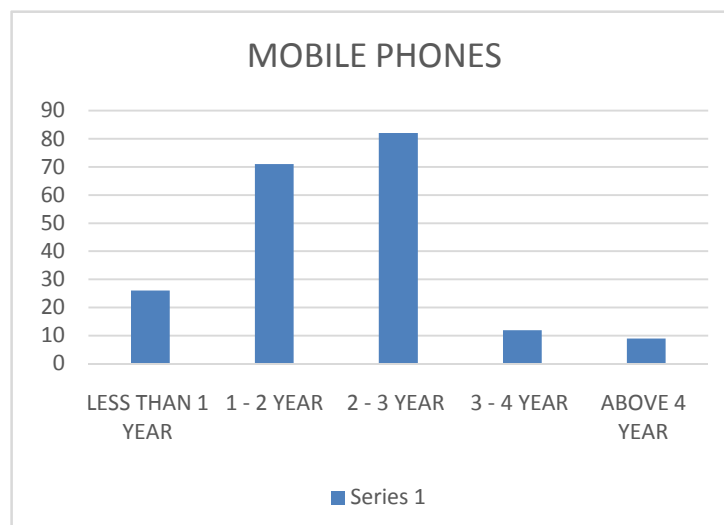
Interpretation: 23% of the customers has less income than 15000, 15% customers has income between 15001-25000, 39% customers has income between 25001-35000 and 23% of customers has income above 35000.

WHICH MOBILE PHONE YOU ARE USING?	
SAMSUNG	70
APPLE	38
ONE PLUS	26
OPPO	17
OTHERS	49



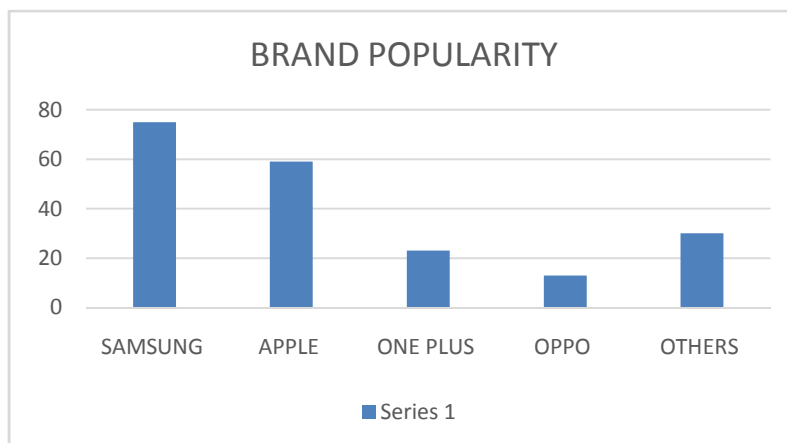
Interpretation: 35% of customers use Samsung mobiles, 19% Apple mobiles, 13% Oneplus , 8.5% OPPO mobiles, and 24.5% others.

HOW LONG ARE YOU USING MOBILE PHONE?	
LESS THAN 1 YEAR	26
1 – 2 YEAR	71
2 – 3YEAR	82
3 – 4YEAR	12
ABOVE 4 YEARS	09



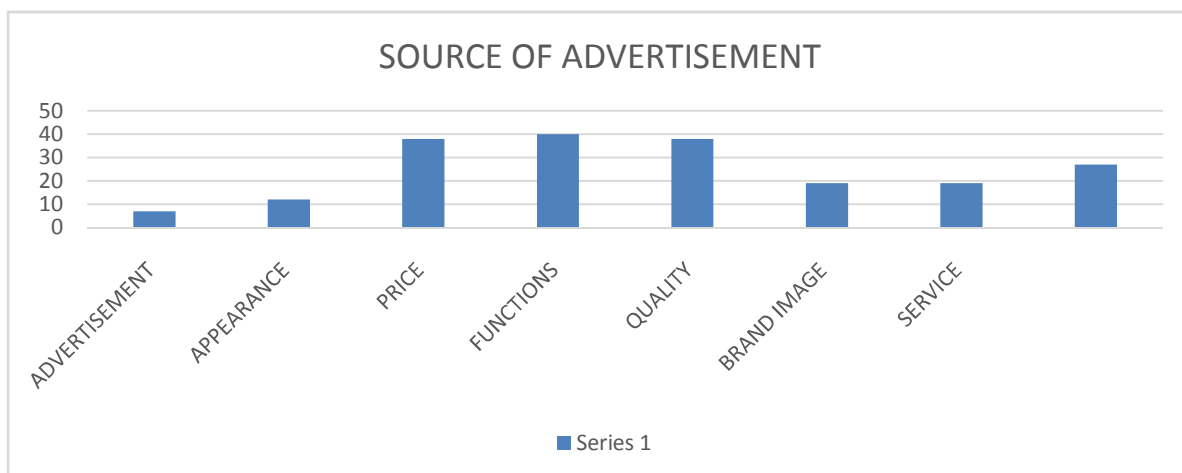
Interpretation: The customers who uses mobile phones for less than 1 year is 13%, 1-2 years is 35.5%, 2-3 years is 41%, 3-4 years is 6% and above 4 years is 4.5%.

WHAT IS YOUR FAVORITE BRAND IN MOBILES	
SAMSUNG	75
APPLE	59
ONE PLUS	23
OPPO	13
OTHERS	30



Interpretation: Samsung is the most favorite brand in mobiles with 37.5% then Apple with 29.5%, Oneplus with 12.5%, OPPO 6.5%, others 15%.

WHY YOU LIKE THE BRAND YOU CHOOSE ABOVE	
ADVERTISEMENT	07
APPEARANCE	12
PRICE	38
FUNCTIONS	40
QUALITY	38
BRAND IMAGE	19
SERVICES	19
RECOMMENDED BY FRIEND	27



Interpretation: Most of the customers choose their brand of mobile because their functions 20%, quality 19% and price 19%, Service 9.5%, Recommended by friends 13.5%, Brand image 9.5%, Appearance 6% and advertisement 3.5%.

III. CONCLUSION AND FINDINGS

- It is clear that sellers should focus on luring female clients to purchase mobile phones.
- Given that the majority of businessmen purchase mobile devices, vendors should also pay attention to business clients, clients in the service sector, and other clients.
- The majority of customers are students, therefore vendors should focus on other demographics, such as senior citizens.
- Since the majority of customers use Samsung and Apple mobile devices, other mobile phone manufacturers should increase sales.
- As customers purchase mobile phones based on their features, quality, and price, mobile phone companies should maintain these features, quality, and price.
- As the majority of customers are willing to purchase mobile phones in the ₹25,001 to ₹35,000 range, mobile phone companies should increase the production of mobiles in this price range.

Recommendations

Based on the research it can be recommended that:

- The business should make an effort to attract female clients who don't buy things often.
- To increase sales, the company should strive to sell as many mobile phones as possible in the ₹25,000–₹35,000 price range.
- To boost customer brand recognition, the company should increase its promotions and advertising.
- To increase sales, the business should concentrate on serving professionals, customers in the service sector, and students.

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