A Study on Buyer Preferences in Regular Branded Smart Mobiles Phone through Online and Offline Mobile Selling.

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ABSTRACT

The current trend has seen a lot of changes in the retail sector, especially in the mobile sector. Customers are expected in different versions and Xiaomi, Samsung, Oppo and I phone, popular branded mobiles with more storage capacity especially companies to choose more than offline flight after offline flight due to more offers, lower prices and expected quality. Retline retailers attract more customers to offer the expected offers far and general prices affect offline retailers the most. In Saurashtra areas primary data has been collected through consumer surveys like and secondary data like books, journals etc. have already been collected.

Key word: Brand, Mobile phone, customer.

Introduction

In this paper we will discuss about the popular branded mobiles offered by the mobile sector in companies and online companies and the difficulties faced by mobiles. Retailers Customers prefer popular branded mobiles like Xiaomi, Samsung, Oppo, Realm, One Plus, Nokia, Apple Plus iPhone, Vivo, Motorola, and Lenovo etc. Offers of low prices, large number of billion day offers, website add-ons, product features, MI and fast delivery options, reviews and ratings. And offer high quality branded mobiles that have inspired more customers to choose more customers online. So how do offline flight retailers need to change customers Offering common prices and good quality, such as promoting mobile choices and some strategies from online to offline flight, collecting valuable feedback from customers, Provide complimentary gifts and identify trending branded mobiles to increase sales in their street retailing.

Literature review

Today, all people are involved in multi-channel marketing through information discovery and purchase decisions by cumulative the number of satisfied subscribers. Online together offline and both fly line. They can examine online for product information and reviews, visit a physical collection to check the product and quality the buying. Product at physical store or store online store, which also offers more value in terms of price and convenience. Despite the trend towards multi-channel in marketing, some customers may not initially participate in choosing to wait until the technology and service matures before participating. At First, consumers may be reluctant to stop in mobile marketing due to lack of awareness or uncertainty about its benefits or because they may not be able to. Have a device that allows efficient mobile shopping. However, once mobile marketing becomes more widely available and the benefits become more observable, more customers are likely to accept it.

Ayanwale, Alimi and Ayanbimipe (2005) quoted that brand preference does exist in the food drink industry. Many consumers do not buy whatever is available or affordable if a product is good value for its price, it will command brand loyalty. However advertising helps to project product quality and value before the customers.

DelVeccio, Henard, Freling (2006) quoted that sales preferment neither a positive nor a negative effect on brand preference outside the promotion historical. While the overall mean effect is not statistically significant this does not recommend that sales promotion do not affect brand preference. Consistent with the notion that multiple machine may affect post promotion preference. Sales promotion either undermines or expands brand favorite depending on the promotion and the characteristics of the product being promoted.

Sriram, Chintagunta and Neelamgham (2004) found that intrinsic brand preference have a much superior effect on the performance of the brand than the all-encompassing value which reflects model level prices, product features, and the length of the brand's product line. Further they found that selected brands can increase their advertising disbursement and still increase their found that the brand with the greater advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the sophisticated brand impartiality generated significantly superior preference and purchase intension. Promotion spending causes brand equity. Or that a lack of spending on advertising will abolish the rate of a brand.

OBJECTIVE OF THE STUDY

1. To identify the popular brands in the smart mobile phone
2. Customers' preference towards it in online and mobile showroom retailing.
3. To find out the aspects considered by the user while buying a mobile phone

RESEARCH METHODOLOGY

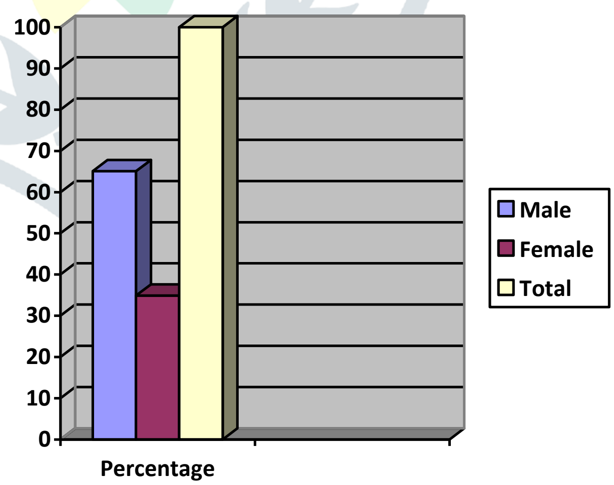
The sample for the present study was collected from the mobile phone customers aged between 16- 41above in regional area of Gujarat in Saurashtra through questionnaire method. The sample size was 106 respondents. The sample radium sampling method was used. And researcher use % analysis.

Analysis

Table: 1 Demographics factor wiz analysis

Gender of respondent's wise classification

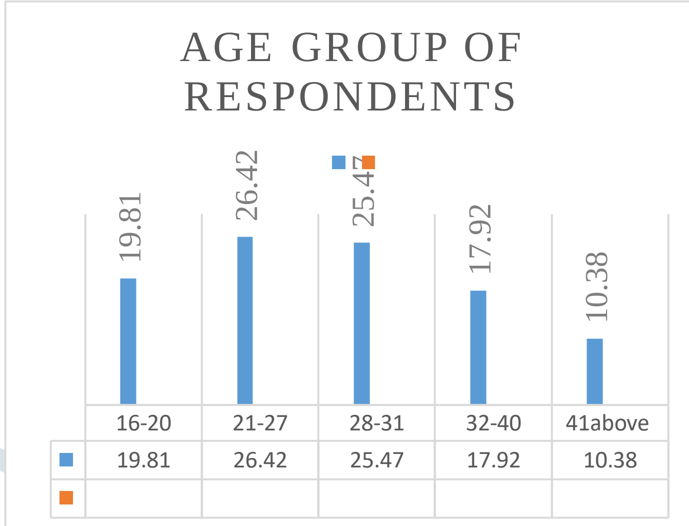
Gender	Frequency	Percentage
Male	69	65.10
Female	37	34.90
Total	106	100



Above table and chart show gender of respondent. Researcher can say that 65.10% male are user of mobile phone and 34.90% female are use of mobile phone. Most of respondents are purchase their brand through retailer.

Age groups respondents' wise classification

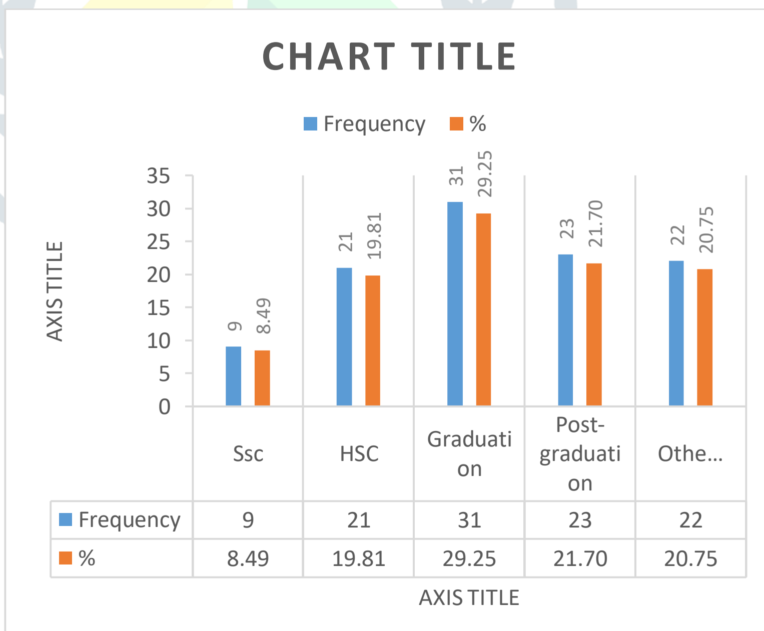
age	Frequency	%
16-20	21	19.81
21-27	28	26.42
28-31	27	25.47
32-40	19	17.92
41above	11	10.38
Total	106	100



Above table and chart show the respondents age group. Researcher taken 106 random sample out of 21 respondents are 16 to 20 age group and 28 responds are 21 to 27 year age group. So researcher can say that young generation most of use smart phone. And 27 reasoned come in to 28 to 31 year age group.

Education qualification of respondents

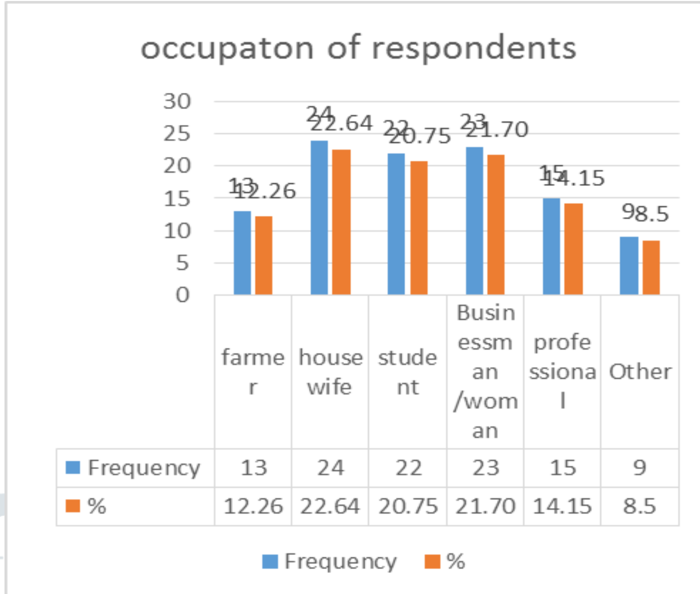
age	Frequency	%
Ssc	9	8.49
HSC	21	19.81
Graduation	31	29.25
Post-graduation	23	21.70
Other…	22	20.75
Total	106	100



Above table and chart show education qualification of respondents. Education qualification as are SSC, HSC, Graduation, post-graduation, and other education qualification 8.49% respondents education is SSC and blow. 19.81%HSC and 29.25% responds graduation education qualification. Most graduation respondents are prefer smart phone.

Education qualification of respondents

Occupation	Frequency	%
farmer	13	12.26
housewife	24	22.64
student	22	20.75
Businessman /woman	23	21.70
professional	15	14.15
Other	9	8.5
Total	106	100

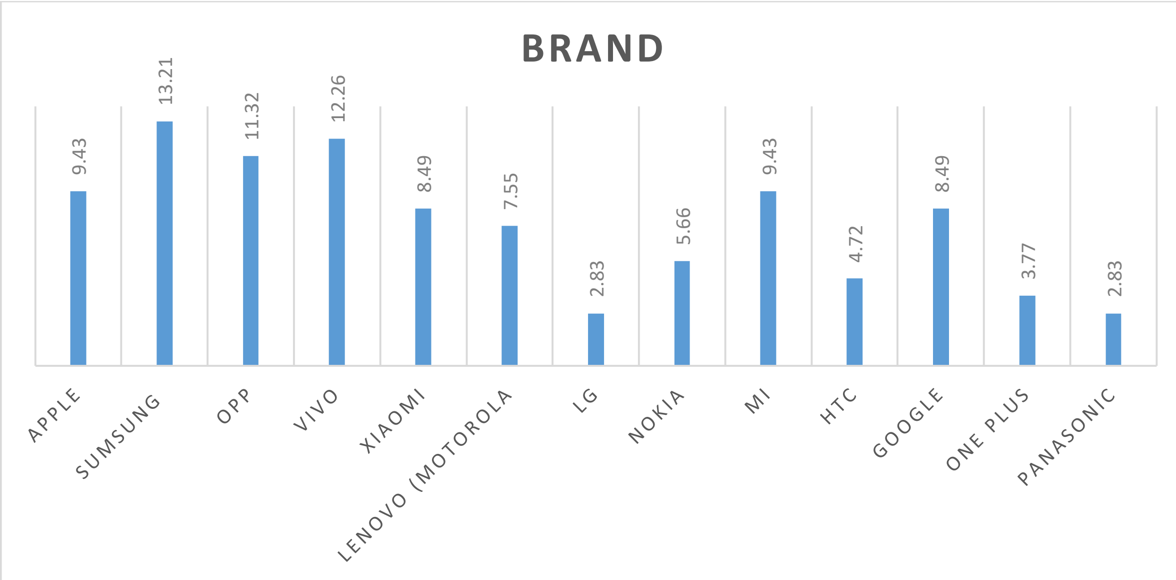


Above table and chart show occupation of repondents this respondent are 106 out of 13 are farmer.24 housewife most women gende are housewife 22 respondendenta are student 23 respondent are business man or women and 15 respondet are prossional and other occupation 9 responedent.we can show incresing and decreing above table.

Buyer preferences towards branded samrt mobile phone.

Brand name	Frequency	**percent**	**Valid percent**	**Cumulative percent**
Apple	**10**	**9.43**	**9.43**	**9.43**
Sumsung	**14**	**13.21**	**13.21**	**22.64**
Opp	**12**	**11.32**	**11.32**	**33.96**
Vivo	**13**	**12.26**	**12.26**	**46.22**
Xiaomi	**9**	**8.49**	**8.49**	**54.71**
Lenovo (Motorola	**8**	**7.55**	**7.55**	**62.26**
LG	**3**	**2.83**	**2.83**	**65.09**
Nokia	**6**	**5.66**	**5.66**	**70.75**
MI	**10**	**9.43**	**9.43**	**80.18**
HTC	**5**	**4.72**	**4.72**	**84.90**
Google	**9**	**8.49**	**8.49**	**93.39**
One plus	**4**	**3.77**	**3.77**	**97.17**
Panasonic	**3**	**2.83**	**2.83**	**100.00**
Total	**106**	**100.00**	**100.00**	

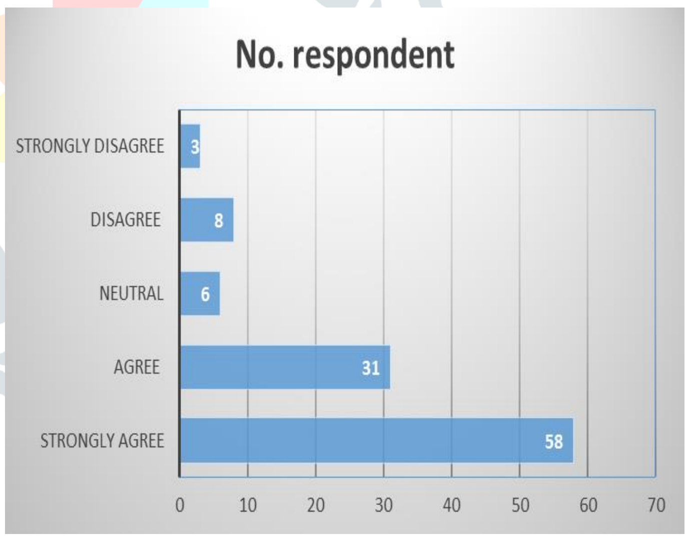
Chart:



Above table chart show brand preferance of samrt mobail phone resercher taken differnce brand are user of respondents. Resercher has been taken 106 sample . out of apple phone user is 9.43% respondenta , 13.21% respondetns are user of sumsumng it user are more then ther brand user. Most of respondents given brand prefrance sumsung mobail.lest user LG and Panasonic 2.83% uer smart mobail phone.

happy with prices while purchasing online

Sr.no	factor	No. respondent
1.	Strongly agree	58
2.	Agree	31
3.	Neutral	6
4.	Disagree	8
5.	Strongly Disagree	3
	Total	106



Above table and chart show hipness through online mobile shopping most of respondent are strongly agree.

SUGGESTIONS

1. **Online seller's majorly satisfied consumers over prices so in supply shoppers to be carefully analyze the consumer to bid some sensible mobile values.**
2. **In stock retailer to be realize the offers probable by consumers.**
3. **Element & motors to introduce store app for customers simply investigate the product features.**
4. **Offline retailer's requirement to provide some exhibition and panel distribution through consumers.**

5. **To collect response from standing in store customers after sales.**
6. **Offline retailers as well provided Emi options to be work in partnership with insurance companies.**

CONCLUSION

As we can discuss in this article, similarly, there are parts of consumer expectation level for branded mobile purchases like Oppo, Samsung Vivo, Apple iPhone, Xiaomi, etc. Excellent offers Furse and website ad, full quality, product features, satisfied brand, MI and quick display options, reviews and Ratings allow the consumer to choose for more customers, but the offline meets their customer expectations and lets them know when to sell. Precious branded mobiles required by customers.

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