



“A Study on Buying Behaviour of Mobile Phone Buyers in Solapur District”

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D. G. College of Commerce, Satara,**Abstract:**

The aim of this research paper is to investigate the various factors that influence the buying behaviour of mobile phone buyers. In today's technologically driven world, mobile phones have become an integral part of daily life, affecting the way individuals communicate, access information, and perform various tasks. Understanding the factors that impact consumers' decisions to purchase mobile phones is crucial for marketers and manufacturers to devise effective marketing strategies and develop products that cater to consumer preferences. This study employs a mixed-methods approach, combining qualitative and quantitative research methods to gain comprehensive insights into the factors that shape mobile phone purchasing behaviour.

Key Words: *Mobile phone, Buying behaviour, Mobile phone companies, Consumer behaviour factors, Smartphones, etc.*

1.1 INTRODUCTION OF THE STUDY

In today's fast-paced and technologically advanced world, mobile phones have become an indispensable part of modern life. The ubiquitous presence of mobile devices has revolutionized the way people communicate, access information, and conduct various tasks. As a result, the mobile phone market has witnessed tremendous growth, offering consumers a vast array of options with diverse features and functionalities. Understanding the factors that influence consumers' buying behaviour in this highly competitive market is of paramount importance for manufacturers, marketers, and industry stakeholders. The aim of this research paper is to explore and analyse the various factors that impact the buying behaviour of mobile phone buyers. By gaining insights into consumers' decision-making processes, marketers can tailor their strategies to meet customer preferences and enhance brand loyalty. Moreover, manufacturers can use this knowledge to develop mobile phones that cater to the evolving needs and desires of consumers.

1.2 REVIEW OF LITERATURE

Amanjot Kaur Gill (2016) conducted a research study titled "Youth Buying Behaviour towards Smartphones: A Study in Ludhiana City," which explored the factors influencing young buyers' acquisition of smartphones and the impact of brands on their purchasing decisions. The study also identified key components that influence consumers' attitudes and practices regarding mobile phone purchases. The research utilized a descriptive method, collecting both primary and secondary data. The sample size consisted of 100 smartphone users, selected through convenience sampling. Data analysis involved percentage analysis and chi-square tests. The study's major findings revealed that 87% of the users were satisfied with their smartphones. Additionally, brand name, previous user satisfaction, and after-sales service were identified as significant factors influencing smartphone buying decisions.

Banumathy, and Kalaivani, (2006) in their research paper "Customers Attitude Towards Cellphone Services in Communication System" revealed that customers viewpoint regarding cell phone services in communication system on the basis of survey method. The study is based on primary data, as well as secondary data. The data were collected by way of survey from 300 respondents, consists of 188 from prepaid and 112 from posted schemes. This study are focuses on the type of calls attended period, nature of usage, effective landline connection, use of SMS MMS services, reasons for choosing a Smartphone and level of satisfaction of concern services. The study concludes that the overall consumer's behavior towards cell phone services of service providers. And also that they are satisfied with the existing services but they will still want more services to be provided.

Manikutty (1997) in his article "Telecom Services in Urban and corporate Segments: A Consumer Perspective" Based on a sample of respondents, he has found problems in the calculation of demand for telephone connections and services. The owners and non-owners of telephones were selected from three corporate buildings in Ahmadabad and two Gujarati cities. Further implications are drawn for the Government. And also explained the role of Telecom Regulatory Authority of India (TRAI)

Sinha, Banarjee and Uriyal (2002) in their article "Deciding where to buy: store choice Behavior of Indian shoppers". The researcher attempted to understand store choice behavior of shoppers. The primary motivation behind the study was to identify major key factors behind choice of stores for various shopping needs as exhibited by typical Indian consumers.

Xuanming,(2007) in his article "Inter temporal Pricing with Strategic Customer Behavior" published in Management Science. He has examined how the demographics of the customer population impact optional revenue, consumer surplus, and societal welfare. He has also investigated international pricing with strategic customer behaviour. He created a dynamic pricing model that includes endogenous intertemporal demand. A monopolist who sells a limited supply over a limited period of time exists in the model. Cellular phone service providers are required by wireless number portability (WNP), a telecommunications regulatory policy, to permit consumers who switch service subscriptions to keep their existing phone numbers. The option to keep the number decreases a customer's switching costs. It indicates that the policy's goal is to increase completion and support the expansion of new or small service providers.

Selwyn, Neil 2003 in their article, "Schooling the Mobile Generation: The Future for schools in the Mobile-networked society" published in British Journal of Sociology of Education. He has done extensive research on the theoretical and practical implications of mobile technologies, such as smartphones, which unlock the most important symbolic forms of information and communication power. He continued by pointing out that as mobile technology develops at a quicker rate, it will fundamentally alter how students learn and how schools operate.

karjaluoet. Karvonen, Kesti, Koivumaki, Manninen, Pakola, Ristola, Salo, in their article "Factor Affecting Consumer' Choice on Mobile Phone: Two studies from Finland" published in Journal of Euro Marketing, in 2005 on factors affecting consumer choice of mobile phones. Mobile phones marketplaces are one of the most unstable market conditions nowadays due to rising competition and change. In reality, it is becoming increasingly important to examine the buying process of consumers and shed light on the elements that ultimately influence consumers' decisions among various mobile phone companies. By examining factors that influence consumers' intentions to purchase new phones on the one hand and factors that influence mobile phone change on the other, this research study examines consumers' decision criteria in the mobile phone marketplaces. Using a series of focus interviews with 79 graduate students (research 1) and a survey with 196 participants (study 2) Even if choosing a mobile phone is a personal decision, it was discovered. Certain overarching elements appear to influence the decisions. The two research shows that while technical issues are the primary driver of mobile phone switching among students, price, brand, interface, and properties are the most important determinants of actual brand preference. The survey also uncovered compelling evidence that, despite the fact that mobile phones are quickly approaching the capabilities of personal digital assistants, many users are often ignorant of the features and services these new models offer.

Sinhas and Wagh (2008) in their research they have studied the growth and performance of cellular telecom sector. This study measures consumer preferences, choices towards the mobile services and mobile phone usage. The study was based on primary data, collected from businessmen, employees, students, agriculturalists and others. The study area is Janupur, Eastern Uttar Pradesh district and sample size was 100 respondents and survey collected through questionnaire. They study concludes that majority of the consumers are prepaid consumers and prefer lower tariff followed by better service and considered 30 paisa as ideal call rate. Further studies found that majority of the consumers are satisfied with service provided by mobile service provider. Further analysis was made that there us lack of coordination between service providers, handset manufactures and customers. Ultimately, the communication between service providers and mobile phone manufactures play an important role in satisfying needs of mobile phone buyers. The study provides various thoughts and open up vistas for the mobile service providers to gain momentum and technological breakthrough in such a way so that this should be able to reach to the common man of the country.

Kazmi et al. (2009) explained vital characteristics of Indian consumer's decision making process and importance of consumer behavior studies to gain competitive advantages in Indian markets. The relation between various life stages and consumer decision process has established through various steps. Young buyers, women, and children have emerged as the increasing consumer groups in competitive market environments based on the research's categorization of life stages.

1.3 OBJECTIVES OF THE STUDY

1. To analyse the relationship between socio-economic factors and buying behaviour of mobile phone buyers.
2. To understand the role of social factors, such as friends and family, relatives in affecting mobile phone buying behaviour.
3. To find out the different brands of mobile which influence buyers to purchase mobile phone.

1.4 HYPOTHESES OF THE STUDY

1. There is no significant relationship between socio-economic factors (such as income, education level, and occupation,) and buying behaviour of mobile phone buyers.
2. There is significant impact of advertisement on the purchase of a mobile phone in Solapur District.

1.5 RESEARCH METHODOLOGY

The study focused on the buying behaviour of mobile phone users in Solapur district, Maharashtra. Data was collected through surveys using questionnaires as the primary source and various secondary sources like newspapers, articles, and websites. The sample size consisted of 100 respondents selected through stratified random sampling, considering both urban and rural areas in the district.

1.6 SIGNIFICANCE OF STUDY

Understanding the factors that influence mobile phone buying behaviour is crucial for various stakeholders in the mobile phone industry. For marketers, this knowledge helps in crafting targeted marketing campaigns and strategies that appeal to specific consumer segments. By identifying the most critical factors affecting consumer decisions, marketers can allocate resources effectively and optimize their promotional efforts. Manufacturers can benefit from this research by gaining insights into consumers' preferences and priorities when choosing a mobile phone. By incorporating features that align with consumer needs, manufacturers can enhance product acceptance and gain a competitive edge in the market. Additionally, this study is relevant for policymakers and regulatory authorities, as it provides valuable insights into the dynamics of the mobile phone market. Understanding consumer preferences and behaviour can aid in developing policies that foster fair competition, protect consumer rights, and encourage technological innovation.

1.7 DATA ANALYSIS AND INTERPRETATION

The gender of the respondents is an important factor to consider in the decision-making process for mobile phone buyers. This is because different genders have different preferences and needs when it comes to their mobile phones. For instance, studies have shown that women are more likely to prioritize the design and aesthetics of a phone, while men tend to focus on the technical specifications and performance. However, to check this fact we have collected data regarding this issue and analysed according to the objective of this research.

1.7.1 GENDER OF THE RESPONDENTS

TABLE NO. 1 GENDER OF THE RESPONDENTS

Gender	Number of Respondents	Percentage
Male	69	69
Female	31	31
Total	100	100

(Source: Primary Data)

Table No. 4.2.1, it is clearly revealed that 69% of the respondents are male and the remaining 31 % of the respondents are female. Therefore, the majority (69 %) of the sample respondents are male. Male and female mobile phone buyers can differ based on various factors such as personal preferences, age, lifestyle, and socio-economic status. However, some general patterns can be observed in the way they approach buying mobile phones, like features, price research online, and so on. It is concluded from the survey data that most of the respondents are men, which means that male respondents give more importance to their mobile phones than females.

1.7.2 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF EDUCATIONAL QUALIFICATION

The educational qualification of mobile phone buyers is an important factor to consider when classifying respondents and analysing their decision-making process. Education plays a crucial role in shaping an individual's mind-set, thought process, and decision-making abilities. To know fact, we have collected empirical data and it was analysed accordingly.

TABLE NO. 2 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF EDUCATIONAL QUALIFICATION

Educational Qualification	Number of respondents	Percentage
Less than HSC/Diploma	17	17
Graduate	28	27.75
Post Graduate	54	54.25
Professionals	1	1
Total	100	100

(Source: Primary Data)

Table No. 4.2.4 presents the educational qualifications of respondents, showcasing a well-educated sample. The majority (54.25%) held a post-graduate degree, while 27.75% were graduates. Only 17% had qualifications below HSC/Diploma level, and merely 1% were professionals. The table provides valuable insights into the respondents' educational backgrounds, indicating a higher representation of educated individuals among mobile phone buyers. However, the sample may not accurately represent less-educated populations or professionals. Understanding these demographics helps in comprehending the characteristics of mobile phone buyers, aiding in decision-making for mobile phone marketing and sales strategies.

1.7.3 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OCCUPATION

Classifying respondents based on their occupation can offer valuable insights into the decision-making process of mobile phone buyers. Occupation reflects income level, lifestyle, and preferences, all of which influence their choices. Professionals may prioritize advanced features, while manual labourers focus on durability and affordability. Students may value social media capabilities, and retirees may seek user-friendly options. To validate these assumptions, data was collected and analysed in alignment with the research objective.

TABLE NO. 3

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OCCUPATION

Occupation	Number of Respondents	Percentage
Farmer	11	11
Employee	46	46.25
Businessmen	11	12.25
Student	24	24.5
Housewife	6	5.5
Retired	1	0.25
Other	1	0.25
Total	100	100

(Source: Primary Data)

Table No. 4.2.5 classifies respondents based on their occupation, presenting the number and percentage in each category. Employees form the largest group, with 46 respondents (46.25%), followed by students with 24 respondents (24.5%). Farmers are the smallest group, comprising 11 respondents (11%) of the total. The data indicates that a significant majority (86.25%) of respondents belong to employee, student, or businessman categories, while only a small proportion (6.5%) fall under housewives, retired, or other categories. This information is valuable for understanding the respondent composition and can aid in targeted marketing efforts and analyzing the preferences of different occupational groups in mobile phone buying decisions.

1.7.4 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF INCOME LEVEL

Classifying respondents based on their income level is crucial in understanding mobile phone buying behavior. Income influences purchasing power and spending preferences. With this data, marketers can create targeted strategies tailored to each income group's specific needs. By analyzing collected data, we can validate the impact of income on mobile phone purchasing decisions, contributing valuable insights for marketing and sales tactics.

TABLE NO. 4

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF INCOME LEVEL

Income Level	Number of Respondents	Percentage
Less than 25000	8	8.5
25000 to 50000	28	28.25
50000 to 100000	29	28.5
1 Lakh to 5 Lakh	22	21.75
5 Lakh 10 Lakh	9	9
Above 10 Lakh	4	4
Total	100	100

(Source: Primary Data)

Table No. 4.2.6 classifies respondents based on their income level, presenting the number and percentage in each income range. The majority (57.25%) of respondents reported an income level between 25,000 and 1,00,000, indicating this as the most common income range among mobile phone buyers. The income level range of 1 Lakh to 5 Lakh has a substantial percentage (21.75%), suggesting a significant proportion of respondents earn a moderate income. Conversely, only a small percentage of respondents have an income level above 5 Lakh (4%), indicating fewer high-income individuals in the sample. The lowest income level range, "Less than 25,000," has the lowest percentage of respondents (8.5%), highlighting that most respondents have an income level above this range. Overall, the table provides valuable insights into the income distribution of mobile phone buyers, aiding researchers in understanding the economic conditions and preferences of the target audience.

1.7.5 SOCIAL FACTORS AFFECTING BUYING BEHAVIOUR OF MOBILE PHONE BUYERS

The buying behaviour of mobile phone buyers is heavily influenced by a variety of social factors. One of the key factors is culture, as different societies have distinct norms and customs regarding mobile phone usage and gifting practices. For instance, in some cultures, it is customary to gift mobile phones on special occasions like weddings or birthdays, leading to increased sales during such events. Another significant social factor is social class, where individuals from higher social classes tend to purchase expensive mobile phones and upgrade their devices more frequently to stay up-to-date with the latest technology.

TABLE NO. 5 SOCIAL FACTORS AFFECTING BUYING BEHAVIOUR OF MOBILE PHONE BUYERS

Social Factors	Number of Respondents (%)					Total
	Strongly Disagree (%)	Disagree(%)	Neutral(%)	Agree(%)	Strongly Agree (%)	
Friends and family	1.80%	1.80%	6.30%	45.00%	45.30%	100%
Relatives	4.00%	5.00%	8.80%	33.00%	49.30%	100%
Colleagues	3.80%	5.00%	11.50%	40.80%	39.00%	100%
Social influence	3.50%	4.50%	15.80%	42.40%	33.80%	100%
mobile phone & social status	1.80%	7.50%	11.30%	50.50%	29.00%	100%
Social groups	3.80%	4.00%	15.30%	42.00%	35.00%	100%

(Source: Primary Data)

The Table No. 5 presents valuable insights into the social factors influencing the buying behaviour of mobile phone consumers. The respondents' opinions were categorized into different levels of agreement for each social factor. Among the factors analysed, friends and family emerged as a dominant influencer, with a significant 45.30% of respondents strongly agreeing and an additional 45.00% agreeing that their mobile phone choices were influenced by their social circle. Similarly, relatives played a pivotal role in shaping buying decisions, as indicated by 49.30% of respondents agreeing and 33.00% expressing agreement. Colleagues were also found to have an impact, with 40.80% in agreement and 39.00% expressing their agreement. Social influence, though slightly

lower, still accounted for a considerable portion, as 42.40% agreed and 33.80% expressed agreement. Moreover, the status symbol associated with mobile phones was a noteworthy driver, with 50.50% agreeing and 29.00% expressing agreement. These findings suggest that social factors, particularly interpersonal relationships and social status, significantly influence consumers' mobile phone buying behavior, making them crucial considerations for marketers and manufacturers in this industry.

TABLE NO. 6 BEST BRAND AS PER YOUR OPINION, INCOME LEVEL AND STRONG PREFERENCES TO NEW MOBILE PHONE

Sr. No	Name of Brand	No. of Respondents		
		Best Brand as per your opinion	Best Brand as per your Income level	Strong Preferences to New Mobile phone
1	Samsung	28	29	22
2	Oppo	14	10	12
3	Vivo	12	24	10
4	Xiaomi	13	12	14
6	IPhone	12	10	15
7	Nokia	2	4	1
8	OnePlus	14	10	20
9	Sony	1	0	1
10	LG	1	0	0
11	HTC	0	0	0
12	Motorola	1	1	1
13	Lenovo	1	0	1
14	Jio	1	0	3
15	Panasonic	0	0	0
Total		100	100	100

(Source: Primary Data)

In a survey conducted to gauge preferences for mobile phone brands, respondents were asked to select the best brand according to their opinion, income level, and strong preferences for new mobile phones. The table reveals the number of respondents who favoured each brand under the three criteria. Samsung emerged as the most favoured brand across all three aspects, with 28 respondents selecting it based on their opinion, 29 respondents based on their income level, and 22 respondents indicating a strong preference for new Samsung phones. OnePlus also garnered significant attention, particularly in terms of strong preferences for new mobile phones, with 20 respondents expressing a liking for the brand. On the other hand, brands like HTC, Lenovo, LG, and Panasonic failed to attract any notable interest among the respondents. It's important to remember that these results are specific to this particular survey and may not represent overall market preferences. Samsung appears to be the clear winner across all three criteria. It garnered the highest number of respondents selecting it as the best brand based on their opinion, income level, and strong preferences for new mobile phones. This suggests that Samsung enjoys widespread popularity among consumers. Some brands, such as HTC, Lenovo, LG, and Panasonic,

received negligible or zero responses in all three criteria. This suggests that these brands might be struggling to capture the attention and preference of consumers in the surveyed population.

1.8 HYPOTHESIS TESTING

1. Null Hypothesis (H0): There is no significant association between socio-economic factors (such as income, education level, and occupation,) and buying behaviour of mobile phone buyers.

Alternative Hypothesis (H1): There is a significant association between socio-economic factors and buying behaviour of mobile phone buyers.

TABLE NO. 7 CROSS TABULATION OF QUALIFICATION, OCCUPATION, INCOME LEVEL AND MOBILE PHONE

Qualification	Parameters	Current Mobile Phone						Total	
		Samsung	Oppo	Vivo	Xiaomi (MI)	Iphone	Nokia		One plus
	Less than HSC/Diploma	7	9	4	1	0	0	1	22
	Graduate	6	8	1	4	0	4	0	23
	Post Graduate	15	2	13	20	1	1	2	54
	Professionals	0	0	0	1	0	0	0	1
Total		28	19	18	26	1	5	3	100
Occupation	Farmer	3	4	3	0	0	0	0	10
	Employee	19	3	11	23	1	1	3	61
	Businessmen	2	1	1	1	0	0	0	5
	Student	1	2	1	2	0	4	0	10
	Housewife	3	8	2	0	0	0	0	13
	Retired	0	1	0	0	0	0	0	1
Total		28	19	18	26	1	5	3	100
Income level	Less than 25000	1	1	0	2	0	0	0	4
	25000 to 50000	8	15	2	6	0	1	0	32
	50000 to 100000	8	3	11	4	0	4	2	32
	1 Lakh to 5 Lakh	11	0	5	10	1	0	0	27
	5 Lakh to 10 Lakh	0	0	0	4	0	0	0	4
	Above 10 Lakh	0	0	0	0	0	0	1	1
Total		28	19	18	26	1	5	3	100

(Source: Primary Data)

The table no. 7 presents a comprehensive cross-tabulation of respondents' Qualification, Occupation, Income Level, and their Current Mobile Phone preferences. It provides a clear overview of how these demographic factors are associated with the choice of mobile phone brands. For example, among respondents with different qualifications, "Samsung" is preferred by 7 respondents with "Less than HSC/Diploma," 6 respondents with "Graduate" qualifications, and 15 respondents with "Post Graduate" qualifications. Similarly, in the Occupation category, "Employee" respondents show a higher preference for "Samsung" with 19 respondents, while "Housewife" respondents lean towards "Oppo" with 8 preferences. In terms of Income Level, "Samsung" is favoured by 8 respondents within the "25000 to 50000" income range, and "1 Lakh to 5 Lakh" income range has

11 respondents with "Samsung" as their preference. The data highlights how respondents' qualification, occupation, and income level are associated with their current mobile phone preferences. These insights can be valuable for businesses and marketers to better understand their target audience and tailor their marketing strategies accordingly. By analysing these findings, companies can make informed decisions, enhance their market competitiveness, and effectively cater to the diverse needs and preferences of consumers.

Table No. 8 Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	89.386 ^a	30	.000
Likelihood Ratio	67.730	30	.000
Linear-by-Linear Association	4.190	1	.041
N of Valid Cases	100		

a. 31 cells (73.8%) have expected count less than 5. The minimum expected count is .01.

The above tables show the cross-tabulation of qualifications, occupation, income level, and current mobile phone. For the testing hypothesis, the chi-square test is applied. From the chi-square test, the p value is calculated as .000, $df = 30$. It is less than the level of significance. Therefore, it is concluded that, from the Chi-Square test, the null hypothesis (H_0) has been accepted. Thus, it is inferred that there is no significant association between socio-economic factors (such as income, education level, and occupation,) and buying behaviour of mobile phone buyers.

2. Null Hypothesis (H_0): There is no significant impact of advertisement on the purchase of a mobile phone in Solapur District.

Alternative Hypothesis (H_1): There is significant impact of advertisement on the purchase of a mobile phone in Solapur District.

Table No. 9 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.165	1	1.165	.358	.551 ^b
	Residual	318.625	98	3.251		
	Total	319.790	99			

a. Dependent Variable: Current Mobile Phone

b. Predictors: (Constant), Advertisement is an important factor

Table No. 10 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.151	.472		6.675	.000
	Advertisement	-.086	.144	-.060	-.599	.551

a. Dependent Variable: Current Mobile Phone

The regression analysis is used for testing hypotheses. The given ANOVA table and coefficient table are used to analyse the impact of advertising on the purchase of a mobile phone in Solapur District. The ANOVA table shows that the regression model as a whole was not statistically significant ($F = 0.58$, $p = 0.571$), indicating that advertisement did not have a significant impact on the dependent variable (current mobile phone). On the basis coefficients table, we can see that neither factor has a significant effect on the dependent variable. The coefficient for "Advertising is an important factor" is negative (-0.086), suggesting that as this variable increases, the dependent variable (current mobile phone) is expected to decrease slightly, but again, the coefficient is not statistically significant ($t = -0.599$, $p = 0.551$). Therefore, it is concluded that, from the regression analysis, the null hypothesis (H_0) has been accepted. Thus, it is inferred that there is no significant impact of advertisement on the purchase of a mobile phone in Solapur District.

1.9 FINDINGS

1. The table No. 1 reveals that 69% of the respondents are male, while the remaining 31% are female. This indicates that the majority of the sample respondents are male.
2. The majority of the respondents (54.25%) hold a Post Graduate degree. This indicates that a significant portion of the surveyed population has pursued higher education beyond their undergraduate studies. The majority of the participants hold Post Graduate degrees, while Graduate degree holders form the second most significant group.
3. Employees form the largest occupational group, constituting 46.25% of the total respondents. This indicates that a significant portion of the participants are employed individuals.
4. The majority of the respondents fall into the income levels between 25,000 to 1,00,000. Specifically, 28.25% fall within the income range of 25,000 to 50,000, and 28.5% fall within the income range of 50,000 to 1,00,000.
5. Among the various social factors, friends and family emerged as the most influential. Almost 91.3% of the respondents either agreed or strongly agreed that their mobile phone buying behaviour is affected by the opinions and preferences of their close social circle.
6. The data indicates that a considerable percentage (79.5%) of respondents agreed or strongly agreed that their mobile phone choices are influenced by social status. This suggests that owning a certain brand or model of mobile phone may be seen as a status symbol or a way to project one's social standing.
7. The opinions of colleagues also play a significant role in shaping mobile phone buying decisions, with 79.8% of respondents expressing some level of agreement.
8. While relatives and social groups do influence mobile phone buying behaviour, the level of agreement varies. For relatives, 82.3% of respondents agreed or strongly agreed with their influence, while for social groups, 77.0% expressed some level of agreement. These findings indicate that while these factors are relevant, their impact might be slightly less compared to friends, family, and colleagues.
9. Samsung appears to be the most popular brand among the respondents, both based on personal opinion and income level. OnePlus is highly favoured for those with strong preferences for new mobile phones.

1.10 SUGGESTIONS

1. The majority of the sample respondents are male, it would be beneficial for marketers to develop targeted marketing strategies specifically aimed at appealing to male consumers' preferences and needs. This could involve focusing on features, designs, or marketing messages that resonate more with male audiences.
2. With a significant portion of respondents holding Post Graduate degrees, brands can consider incorporating educational content and technical details about their products in marketing materials. This might appeal to the educated consumer segment and help them make informed decisions.
3. Given that a large number of respondents are employed individuals, brands can design campaigns that speak to the needs and preferences of working professionals. Highlighting features that cater to busy lifestyles or productivity-enhancing capabilities might be effective.
4. As the majority of respondents fall into the income levels between 25,000 to 1,00,000, brands can design pricing strategies to accommodate this income range. Offering mobile phones across different price segments within this range could widen the target audience.
5. The strong influence of friends and family indicates that word-of-mouth marketing and referral programs can be powerful tools for mobile phone brands. Encouraging satisfied customers to recommend their products to their social circle could lead to increased sales.
6. The data suggests that social status plays a significant role in mobile phone choices. Brands can capitalize on this by highlighting their products' aspirational or prestige qualities, positioning them as status symbols.
7. Acknowledging the impact of colleagues' opinions, brands can implement strategies to gain positive reviews and testimonials from satisfied customers. This could help build trust and credibility among potential buyers influenced by their peers.
8. While friends, family, and colleagues have a strong impact on buying behaviour, other factors like relatives and social groups are also relevant. Brands can consider a comprehensive approach that acknowledges multiple influencers in their marketing campaigns.
9. Given the popularity of Samsung and OnePlus, brands with a smaller market share might need to focus on unique selling points and differentiation strategies. Highlighting exclusive features or competitive pricing could help attract customers.

1.11 CONCLUSION

In conclusion, the findings from the various tables offer valuable insights into the factors influencing mobile phone buying behaviour among the surveyed population. The majority of respondents were male, indicating the need for targeted marketing strategies that appeal to male preferences and needs. Additionally, a significant proportion of the sample had pursued higher education and were employed, suggesting opportunities for educational content and campaigns focused on working professionals. The data highlighted the strong influence of friends and family on mobile phone choices, along with the role of social status and colleagues' opinions in shaping buying behaviour. These findings underscore the significance of social factors in the decision-making process and emphasize the potential of word-of-mouth marketing and referrals. Furthermore, the popularity of certain brands like Samsung and OnePlus indicates the importance of brand differentiation for companies with

smaller market shares. Offering unique features and competitive pricing could help attract customers and enhance competitiveness.

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