

Buying Predilection of Buyers towards Branded Mobile Phones Devices

Rambabu Lavuri, Durgaprasad Navulla, Maloth Naresh Naik

Abstract: *Despite the rapidly growing competition in the present market situation, there is a necessity of realizing the significance of buyers purchasing behaviour and it is terribly applicable to analyse the drivers which is related to consumer predilection. This research investigates and analyses the predilection towards mobile phones. In this paper consider four factors which are impacting on buyers predilection namely media exposure, mobile predilection factors, mobile features and purchasing mode of the buyers. To achieve the study objective, the researcher has taken 227 sample sizes from the selected area of research by using the convenience method. A stratified survey was utilized to collect the data and analyzed through the use of Analysis of variance, Pearson correlation and multiple regression analysis by the use of statistical package 23.0. From the results, media exposure variable statistically influenced on the buying predilection; mobile predilection factors brand name and price of mobiles have good strength of association with buyers predilection, mobile features Processor power, camera and style and design significant impact on buyers predilection towards branded mobile phones and most of the buyers purchasing their mobile handset through offline purchasing mode. It was clear that each variable of mobile predilection factors and mobile features among all acted as a motivational power that impact on buying predilection of buyers towards branded mobile phones.*

Key words: *Buying predilection, Camera, Media exposure, Mobile features, Online - Offline, Processor power, Style and Design.*

I. INTRODUCTION

Mobile handset is a part of every one life, it is not for correspondence thought process yet in addition it come to be single aid similarity with perform day by method for ways of life easier. Everyone, irrespective of their socio economical profile accepted mobile phones as a crucial thing to daily life of every one. Mobilephone development innovation technology, which consistantly creating and invigorating as an outcome of buyers altering their tendencies and requirements (Mokhlis, S. A.Yaakop, 2012). An issue is there by growing competition in mobile market segment by the launching new brand mobile phones with great features and technology, through this competition buyers will get a wide varieties of mobile handsets to select from the mobile segment and at the time disarray winning in the psyches of purchasers towards specific handset ensembles with their

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necessities. Cell phone industry everywhere throughout the globe is presently going through a fierce business condition because of increasing challenge just as the constant changes in the predilection, inclinations and prerequisites of the buyers. Because of this, the business companies continually take part in advancement and separation to meet and fulfill buyer inclinations. In any case, the purchaser conduct writing has not many investigations that reveal the hidden intentions and selections of buyers during cell phone buy process. At the initial phase, cell phones were utilized for maintaining better communication exclusively. Due to great technology developments, progressions along with combination of highlights of different business, item usefulness of has vanished past creative mind. The business is energetic and market knows about crisp model on seven days by week premise. 3G and 4G accessibility innovation and smart mobile improvement have created an individual advanced collaborator mobile phones.

Mobile Market share in India (2018-2019)

Mobile sector is the quickest growing segment in the present scenario, this segment become very significant part of human life. Branded phones are very dynamic and buyers predilection will change on the based on new technology and high resolution camera, fast processors, user friendly, style and design are the major features influenced on buying predilection of buyers. As for Indian mobile market share, Chinese mobile brands reached 66 percent during Q1 2019. Xiaomi smartphone (29%), Samsung (23%), Vivo (12%) and Oppo (7%) are leaders in during Q1 2019 of market share. Second greatest mobile phone market is the India, which incorporates cozy more prominent around 400 set stepped cell phone clients before the US then 33 measurement in regards to cell phones purchased inside Rs. 11,000 according to Rs. 18,000 cost extend, as piece is expanding at present however an order about appreciation is internal case since enormous net markdown then critical dispatches over as per need brief makers may advance exceptional quantities. The Chinese versatile associations bear above 60 percent agony incorporating honor as per the crucial venture of the Indian. Mobile phone sector have incalculable drivers, this concept of intermixing takes prime significance in the attitude of the clients. Usage enhancement scheme accepts a main condition in compliance of undersanding endorers for mobile cellphones administrations and models. This mobile industry is a ever-changing sector, and mobile companies future engine with mobile transmission in India probable to grow year on year and 5.4 million mobile phones anticipated sold in India by 2009. 4G introduction

in india will be of assistance to expand market of mobile phone sector, with customers implementation a cellular phone to maintain information scaling appliaction that can be advanced with 4G. With the presentation of 4G in India, the cell phone market is relied upon to see an expansion in the take-up, as customers would embrace a cell phone to help the information escalated applications that can be upheld on a 4G arrange. It is normal that the supplanting business sector will take off with a high number of purchasers hoping to exchange up to cell phones from conventional element telephones. There is an excessive quantity of the desire to absorb customer imitation of cell phone trade, besides traditional telephones, every day. This is a continuous improvement between the industry, yet cell phone business is likely to continue after bibcock along phone shipments between India and India.

II. LITERATURE REVIEW

Mesay Sata, Shnka (2013) invegates that effects of media exposures on consumers desire, awareness, conviction and post purchasing mode by examine the exposures vehicles like radio, the internet, newspapers and magazine. This research concluded that N&M had greater impact on pre -post purchase bahaviour and also on consumers five purchasing stages and followed by TV and internet helpful to generating desire and giving brief convection among of them. Satinder Kumar and Parveen (2016) investagte the attributes affecting on buyers purchase decision towards the buying of the Mobile Phones and the study result concluded that attributes like technical features, looks, image & resource are the most considered buying predilection factors and entertainment plays a vital role on buyers buying decision. The instriction recommend the the strategies which might be received by the promoters to improve mindfulness among the purchasers. Sama, R. (2019) study that affecting of mobile phone factors on purchasing decision making of consumer. The study analyzed six factors like brand name, item durability, features, after sales services and influence of social group on them. Thes study conclud that price and mobile phone features are most motivational forces among all variables which influence on buyers purchase decision. Macro analysis and consumer research organization (2004) investigated that the factors like usage patterns and attitude of purhcasers trigger on their purchase behaviour and their awreness regarding new handsets. The result disclose that technology is the prior to buyers purchase, and great attentiveness towards new branded mobiles and lions share of the buyers perceive a mobile phones asthe innovation that offers comfort and build consumers life simpler. Chowdhary, M and Rahman, T (2013) viewed the attachement among socio economical factors consumers. Factors like charecterstics, perceived and inclination of brand, which are influence on purchasing choice over cellular phones and the youthful purchasers give exceptional emphasis to some specific predilection factors like price, durability. and study also revealed that samsung is contending with market pioneer, and other branded moblie like nokia, sony ericson and other brand mobiles acquire small bit of market. Aakanksha, P V Gopal and Anjali (2013) explores that present maraket era, medium screen mobile is very mainstream and only minority of the people purchase the large screen mobile in the mobile

market. The study concluded that slim handsets have to priority to the buyers in the mobile market. J Marumbwa (2013) investigated that brand image and brand predilection are positiely influence the buying behaviour of the buyers, and these increase in buyers satisfaction levels. Most of the students prefered brand of product while buying the mobile handset; technology and economic factors play avital role to give prefer brand and tey get profer informatioin sources like internet and reference group i.e. friends towards branded mobile phones (Rijal. 2013).

Sata (2013) the study explore that young buyers take option to selected mobile handsets on the bases of mobile phones appearence, brand, new features, pleasure ability and usability; demographical factors like gender (female); education profile (PG), occupational group (students) and geographical group (urban residents) assumes very important role in the consumers purchasing choice of all mobilr handsets, and singh (2012) investigates the buyers preference towards various branded mobile phone handsets and study concluded that mobile predilection factors like multimedia options, price consciousness, mobile features and looks and mobile brand image factors majorly influenced on the buyers purchase behaviour towards mobile phones. While buying a smart phone, factors like design of product, integration of hardware and mobile smartware are the main determinants to influence buyers purchase decision towards smart phone. The role of brand in moving inclinations in the purchaser purchasing conduct. The examination highlightsthe underlined significance of brands and the dualism among promoting and innovation of the mechanical items (Luca. 2008). Mobile phone attributes liek features, design, life of battery, quality of camera & vedio, good speed browng connection impact on buyers in selcting mobile phones, these factor helpful to consumers to overcome their confusion with various branded mobile handsets (Sandeep Kumar, 2015). Mobile factors like size, physical appearence are persuding towards mobile phoes preferences (Salvendy and Ling H., 2007). For investigating this research papers, among the an assortment of drives, four paramenters have been considered in this researach study namely media exposure, mobile predilection factors, mobile phone features and mobile purchasing mode. Objective of the research to investigate the buying predilection of buyers with respect to branded mobile phones based on this four parameters, and this study used statistical techniques like annova, correlation and regression for investigates the reasons that trigger the buying predilection of new buyers.

III. RESEARCH OBJECTIVES AND HYPOTHESIS

The major research objectives are followed below

- To study influence of media exposure on buyers predilection towards Branded mobiles.
- To analyze the mobile predilection factors influencing on the buyers to getting mobile phones.
- To examine the mobile features on buyers predilection towards buying mobile phones.
- To study the impact of online and offline purchasing on buyers



towards getting mobile phones.

Following hypotheses are framed on the bases of objectives of study. Figure 1 discloses that the association among the independent variables (media exposure, factors drives to purchasing, mobile features and purchasing mode of devices), and the dependent variable (clients purchasing behaviour).

- HO1:** There is no significant influence of Media Exposure on buyers predilection towards branded mobiles.
- HO2:** There is no significant affect of mobile predilection factors on buyers purchasing Branded mobiles.
- HO3:** There is no significant impact of Mobile features on predilection of buyers towards buying Branded mobiles.
- HO4:** There is no mean difference among online and offline purchasing mode towards branded mobiles.

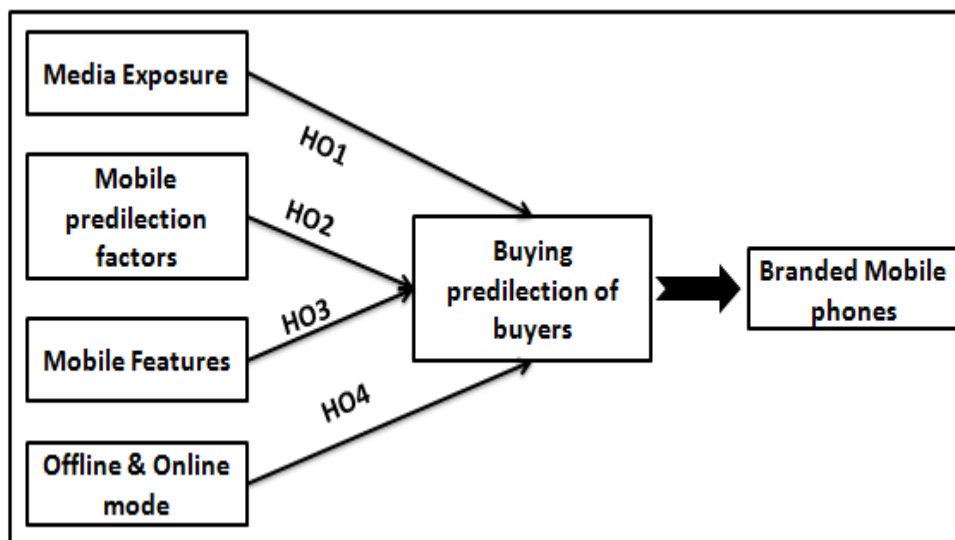


Figure 1 Hypotheses frame work

IV. METHODOLOGY:

The present research adopts descriptive research design based on the buying predilection of buyers towards purchasing mobile devices from the Telangana state. We conducted the personal survey in south india including Hyderabad, Secunderabad, Warangal and Khammam from Telangana state in India. The research scope is limited to only four major towns/cities of Telangana stae. Keeping in view the objectives of the study, a questionnaire for the respondents was drafted. A Structure and closed-ended questionnaire was prepared and distributed among the respondents for capturing their responses pertaining to variable of the buying predilection of buyers purchasing towards branded mobiles devices. The questionnaire builds with two sections. First section has five questions, related to respondents socio economical factors, section two have 22 questions distributed between four variables. Five questions were framed to know the influence of the media exposure on buyers predilection about buying mobile phones; seven questions were included to assess the mobile features on buyers predilection towards mobile purchasing, eight questions were aimed investigates the affect of the predilection factors on buyers purchasing and two questions for examining the impact of purchasing mode on the respondents towards the branded mobile. Each questions consisted items for measuring the buying predilection of buyers regarding mobiles devices. The Researchers uses Likert scale (five point) for measuring their responses, the range of the scale from 1-very low influence to 5-very high influence. The research survey was under taken during the

months of January to May 2019. Overall, 320 questionnaires were distributed to the sample respondents under the Convenience sampling method, we were able to receive feedback 71% (227) valid survey of the respondents from the four cities of Telangana state. Statistical tools like Std. Deviation, analysis of variance, correlation and multiple regressions used for analysis purpose with help of spss 23.0

Table 1 Sample and Response Rate

S.no	Cities	State	Sample	Usable Returns	%
1	Hyderabad	Telangana	95	71	74
2	Secunderabad	Telangana	87	63	72
3	Warangal	Telangana	78	52	66
4	Khammam	Telangana	60	41	68
Total			320	227	71

Source: Author's findings

V. CONSEQUENCES AND DISCUSSIONS

Table 2 Scale Construction (n=227)

Questionnaire	Items	Alpha	Mean	Std. Deviation
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Media Exposure	5 Items	0.802	3.8714	.30267
Mobile features	7 Items	0.795	3.3935	.52358
Mobile predilection factors	8 Items	0.772	3.9721	.42385
Purchasing Mode	2 Items	0.780	3.4743	.56765

Source: Author's findings

Cronbach alpha test measuring the internal consistency of all dimensions extracted from an exploratory analysis. Table 2 explores that the Cronbach alpha values. The Cronbach's

alpha values for Media Exposure, Consumer preference factors, Purchasing factors and consumer purchasing mode of mobiles are observed to be 0.802, 0.795, 0.772 and 0.780. The result shows good validity and reliability scores; revealed that mean values and standard deviation of the dependent variables. The mean values of Media Exposure, Consumer preference factors, Purchasing factors and consumer purchasing mode of mobiles are 3.8714, 3.3935, 3.9721 and 3.4743 and their standard deviation values are .30267, .52358, .42385 and .56765.

6.2 Demographic profile of clients: The general demographic profile of the clients presented in table 3.

Table-3: Demographic profile of respondents

<i>Particulars</i>	<i>Classification</i>	<i>(No. Respondents = 227)</i>	
		<i>No of Responses</i>	<i>%</i>
<i>Age</i>	20-25	49	21.6
	26-30	64	28.2
	31-35	62	27.3
	36-40	39	17.2
	41 and above	13	5.7
<i>Gender</i>	Male	156	68.7
	Female	71	31.3
<i>Education</i>	Below Degree	27	11.8
	Degree	119	52.5
	PG	64	28.2
	Above PG	17	7.5
<i>Occupation</i>	Student	25	11.0
	Govt Employee	54	23.8
	Private Employee	94	41.4
	Business	30	13.2
	Self Employed	24	10.6
<i>Monthly income (in rupees)</i>	Below 20,000	20	8.8
	20,001-30,000	113	49.8
	30,001 - 40,000	42	18.5
	40,001-50,000	28	12.3
	50,001 and above	24	10.6
Total		227	100.0

Source: Author's findings

As per Table 3, descriptive analysis was done for the demographic profile of the clients, demographic characteristics like age, gender, education, occupations and monthly income data collected from 227 respondents; 28% of majority clients belongs to 26-30 years age group, 27% of them were 31-35 years group. 21% belongs to the age group 20-25 years, 17% and 5% of them were belonged 36-40 years and 41 and above; 68.7% of them were male and remaining were female; Most of the respondents were completed Graduation (52%), 28%, 11% and 7% belongs to Post

graduation, students and PG and above; 41% of the respondents were private employees, 23% of the respondents were belonged for Govt employees, 13% of them were belonged Business people; Income status of the respondents 49% of them were ranged from Rs. 20,001-30,000, followed by 18%, 12%, 10% and 8% with income level 30,001 - 40,000, 40,001-50,000, 50,001 and above and Below 20,000 respectively.



Table 4 Respondents opinion on purchasing mobile phones

Particulars	Classification	(n=227)	
		No of Responses	%
Frequency of changing mobile phone	Lees than 6months	21	9.3
	6-12m	44	19.4
	1-2 years	117	51.6
	2-3 years	34	14.9
	above 3 years	11	4.8
Money spend on purcahnging mobile phones	Less than 5,000	12	5.3
	50,001-10,000	29	12.8
	10,001-15,000	43	18.9
	15,001-20,000	69	30.4
	20,001-25,000	42	18.5
	Above 25,001	32	14.1
Mode of purchasing mobile phones	Online shopping	75	33.1
	Offline shoping	152	66.9
Total		227	100.0

Source: Author's findings

Table-5: Brand of mobile phones (n=227)

S.no	Mobile Brands	Frequency	%
1	Samsung	39	17.2
2	Nokia	12	5.3
3	Sony	11	4.8
4	Htc	12	5.3
5	Vivo	23	10.2
6	Apple	20	8.8
7	Lenovo	27	11.9
8	Oppo	26	11.4
9	Intex	14	6.1
10	Redmi	32	14.2
11	MicroMax	11	4.8
Total		227	100.0

Source: Author's findings

Disk 4 disclose that, most of clients are replaced their mobile phones within 1-2 year gap, 19.4% respondents changing their mobile within 6-12 months, 14% of them were 2-3 years, 9% of them were less than 6 months and 4% for within 3 years and above; 30.4% respondents spent their money 15,001-20,000, 18.9% of them were spent money 10,000-15,000, 18.5% people spent money 20,000-25,000,

14% people spent their money above 25,001, 5% people spend money less than 5,000 on purchasing mobile phones; 66.9% of the respondents purchased their branded mobiles through Offline mode and 33.1% of them were purchased from Online mode; table 5 mentions that, respondents were solicited to make

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reference to the branded mobile phones, which are using presently. From the eleven branded mobile phones being studied and asked to respond the questions, 17.2% of Samsung, 14.2% of Redmi, 11.9% for Lenovo and 11.4% for Oppo.

6.3 Results of ANOVA: It is used for examine the difference among group means in the sample using F-distribution value.

HO1: There is no significant influence of Media Exposure on buyers predilection towards branded mobiles.

Table 6 Anova result

		Sum of square	df	Mean square	f	Sig.
Media Exposure	Between Groups	8.382	18	.466	2.336	.002
	Within Groups	41.456	208	.199		
	Total	49.838	226			

Source: Author's findings

From the Table 6, it is explored that the statistical significant value of the media exposure $F(18,208) = 2.336$, $p < 0.05$, The result indicates that significant value is lesser than p-value; Hence, there is a strong evidence to support the alternative hypotheses and reject the null hypotheses and results reveals that media exposure have great significant influence on the predilection of the buyers and this exposure help them to create awareness about new mobile handsets.

HO2: There is no significant affect of mobile predilection factors on buyers purchasing Branded mobiles.

Table 7 Anova result

		Sum of square	df	Mean square	f	Sig.
Mobile predilection factors	Between Groups	13.689	18	.760	1.733	.001
	Within Groups	91.256	208	.439		
	Total	104.945	226			

Source: Author's findings

Table 6 reveals that any significant impact of mobile predilection factors that drives to buying mode to buyers; The p-value of mobile factors at 18 degrees of the freedom is 0.001, this value is less than P-value. The results show that there is strong proof for rejecting the null hypotheses and it is evident to accept the alternative hypotheses. It concluded that buyers were more influenced by the mobile predilection factors which are drives to them towards purchasing the mobile phones.

HO3: There is no significant impact of Mobile features on predilection of buyers towards buying Branded mobiles.

Table 7 Anova result

		Sum of square	df	Mean square	f	Sig.
Mobile Features	Between groups	7.100	18	.394	0.844	.007
	Within Groups	97.263	208	.468		
	Total	104.363	226			

Source: Author's own

Table 7 indicates that any significant difference between the mobile features and the consumers buying preferences regarding mobile devices. The probabilistic value of Mobile features $F(18, 208) = 0.844$, $p < .05$; this revealed that mobile features have higher influence on the clients predilection regarding purchasing, due to reject the null hypothesis.

HO4: There is no mean difference among online and offline purchasing mode towards branded mobiles.

Table 8 Anova result

		Sum of square	df	Mean square	f	Sig.
Online Shopping	Between Group	82.719	15	5.515	2.896	.075
	Within Groups	321.281	211	1.415		
	Total	404.000	226			
Offline Shopping	Between Groups	84.376	15	5.625	4.850	.000
	Within Groups	263.287	211	1.160		
	Total	347.663	226			

Source: Author's own

Table 8 discloses that the case of Online Shopping $F(15,211) = 2.896$, $p > 0.05$, and its significance value is more than the p value, meaning thereby there is no significant influence of Online Shopping mode on consumer towards purchasing Mobile devices, whereas Offline Shopping mode is statistically significant, and its F values $F(15,211) = 2.896$, $p < .05$ found to be statistically significant. Hence, offline shopping mode had great significant influence on clients decision towards purchasing of mobile phones.

6.4 Results of Pearson Correlation: Correlation tends to be used for finding a level of relationship or strength or association of two sets of a variable upon one another.



Table 9 Correlation Constarctions

Variables	Dimensions	Correlation (r)
Media Exposure	TV	.610**
	Radio	-.525** (NS)
	Newspaper & Magazine	.560**
	Outdoor	-.352** (NS)
	Internet	.630**
Mobile predilection factors	Brand Name	.664**
	Price	.656**
	Quality	.527**
	Features	.577**
	Models	-.451**
	Social status	-.432**
	Advertising	.441**
	Reviews and Recommendations	-.411**
	Screen Size	.401**
	Touch Screen	.488**
Mobile features	Camera	.562**
	Battery Life	.542**
	Style and Design	.553**
	Compatibility	.505**
	Processor power	.695**
	Purchasing Mode	Online Shopping mode
Offline Shopping mode		.557**

Table 9 explain the strenght of association between each of four independent variables like media exposure, mobile features, mobile factors that drives to purchasing and dependent variable consumer purchasing mobile phone; this pearson technique helpful to analyse degree of linear relationship among the variables. Media exposure variables like Internet($r = 0.630^{**}$), TV ($r = 0.610^{**}$) and news paper & Magazine ($r = 0.560^{**}$) have great signifcint relationship with consumer purchasing mobile sets at the 0.01 level significant, where as radio and outdoor media exposure have negative relationship and statistical not significant with mobile purchasing; pearson correlation between mobile predilection factors which drives buyers purchasing towards branded mobile sets have great strenght of association between them, each of variable like brand name ($r = 0.664^{**}$), price ($r = 0.656^{**}$) and features ($r = 0.577^{**}$) have best relationship with purchasing behaviour of consumer towards mobile phones at the 0.05 and 0.01 level of signifcance and

table also reveals that there is weak and negative relationship between variable like models ($r = -0.451^{**}$), soccial status ($r = -0.432^{**}$) and Reviews and Recommendations ($r = -0.411^{**}$) with consumer buying behaviour; each variable of mobile features like processor power ($r = 0.695^{**}$), compatibility ($r = 0.553^{**}$) and camera ($r = 0.562^{**}$) having good correlation with the consumer purchasing mobile phones at 0.01 and 0.05 level of significant; finally mobile purcasing mode variable like online mode ($r = 0.493^{**}$) and offline mode ($r = 0.557^{**}$) have good correlation with the consumer purchasing behaviour at the 0.01 level of signifcance.

6.4 Results of Multiple Regression

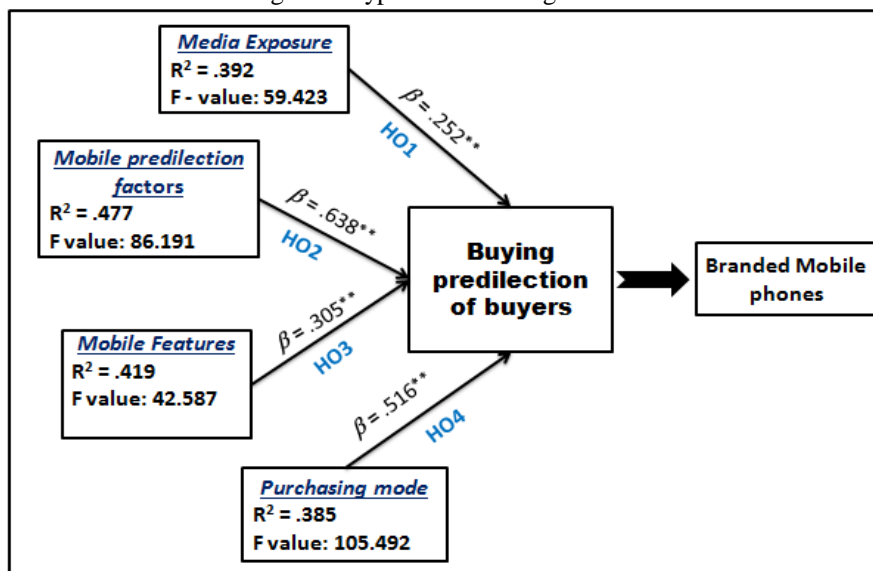
It is explaine the association between predictors and criterion variables in the research study and it helpful to identify the strength of effect that predictors will have on the criterion variable.

Table 10 Hypothese testing

Hypotheses	Relationship		Std. Beta	Std. Error	t-value	Result
	IV	DV				
HO ₁	Media Exposure →	Consumer purchasing branded mobiles	.200	.050	3.070**	Rej.
HO ₂	Mobile predilection factors →	Consumer purchasing branded mobiles	.526	.069	9.284**	Rej.
HO ₃	Mobile features →	Consumer purchasing branded mobiles	.221	.060	3.404**	Rej.
HO ₄	Purchasing Mode →	Consumer purchasing branded mobiles	.565	.050	10.271**	Rej.

Note: ** $p < 0.01$; *** $p > 0.01$; IV: Indepent variable, DV: Dependent Variable.

Figure 2 Hypotheses Testing Results



The results shows the causal relationship between constructs in the analysis, the R^2 , beta and significance reveal how well the data support to the hypotheses. From table 10 and figure 2 illustrate the results of the multiple regression; here the results revealed about the impact of independent variables (Media exposure, mobile predilection factors, mobile features and purchasing mode) on dependent variable (purchasing branded mobile phones), Media exposure is positively associated to buyers predilection towards purchasing branded mobile phones ($R^2 = 0.392$, $\beta = 0.252$ and $p < 0.01$), this predictor explain 39.2 percent of the variance on buyers predilection towards purchasing mobile phones; and Mobile predilection factors which are impact on buyers purchasing mode towards mobile phones are significantly related to buyers buying mode ($R^2 = 0.477$, $\beta = 0.638$ and $p < 0.01$) and 47.7 percent of variance caused by the predictors on the criterion variable ; next, Mobile features are positively relate to buyers purchasing branded mobile handsets ($R^2 = 0.419$, $\beta = 0.305$ and $p < 0.01$), 41.9% variance caused by predictors in the dependent variables; Similarly, online and offline purchasing mode are positively relate to buyers purchasing with respect to branded mobile handsets ($R^2 = 0.385$, $\beta = 0.516$ and $p < 0.01$). These predictors explain 38.5 percent of variance in the purchasing mode of buyers; These predictors are statistical significant on the buyers predilection towards purchasing mobile phones. Hence, these findings support HO1, HO2, HO3 and HO4 of this research study.

VI. CONCLUSION, IMPLICATION AND LIMITATION

The study was investigate the buying predilection of buyers while they are acquiring the chosen mobile phone. The study focused on four independent variables i.e. media exposure, media predilection factors, media features and purchase mode towards buying mobile phones. Based on the results, majority of the buyers buying Samsung mobile phone; buyers spent money for buying handset 15k-20k and they were change their mobile handset within 1-2 years gap.it can be concluded that these four independent variable has significant impact on the buying predilection of buyers. As far pearson correlation results, each variable of mobile predilection

factors like Brand, price and features are the dominant factors impact the buying predilection of the buyers; followed by mobile handsets features like processor power, Most of the clients are consider features like compatibility and camera while purchasing mobile handsets; but all mobile features are not having similar influence on predilection clients. The reserachers study conclude that variables like brand name, price, processor power, camera, style and design has more impact on the buying predilection of buyers and most of the buyers prefers offline mobile purchase mode. The research can be useful for the mobile marketrs, because of increment in rivalry prompts decline in deals for mobile handsets as piece of the overall industry is right now apportioned among the more merchantrs. The investigation of buying predilection of buyers is critical for marketrs towards branded mobile phones. So the mobile marketrs need to think about the different cell phone features and predilection factors that impact the buyers buying predilection towards branded cell phones to confront this challenge. This investigation could be helpful to mobile marketrs for comprehend which triggers a customers intention to buying mobile handsets an they should carefully re think strategies while delivering, promoting circulating new mobile phones spotlight on brand/product positioning, personality, design and differentiation. Buyers pulled in towards new innovative technology, if manufacture use best technology buyers will able to move one mobile handset to another one. Comapnies need to propulsiioni lookup studies in imtation of help discover and pick out which instant revolutionary purposes to gather according to their items. which feature coordinates conformity with the present day patterns then buyers needs, then which would keep thrify for the mobile handsets tread. Distinctive wireless organizations are improving the brand or trademark; they additionally need to accept about cost advancement, or lives ought to resemble propagation all things considered. It endorses such an attention more on the advancement of qualities than real PDAs or invest more energy improving its hardware as per lower cost that ought to be attainable using esteem lessening measures; mobile marketrs need to think on media exposure, because its plays very significance role in



terms of creating awareness and building brand image in the target buyers mind. This implies that people's awareness with Brand image is likely to lead people to buy a product. Some limitations of this research study should to be addressed. The study will be done to comprehend the buying predilection of buyers towards branded mobile phones and buyers predilection in the entire mobile sector cant be estimated. The sample chose may not speak to the entire population. Subsequently, the confinement of speculation will be there.

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