

**Buying Behaviour Of Customers And Brand Preferences For Mobile Phones
Inhanumakonda District**

Dr.D.NarenderNaik¹

Assistant Professor, Department of Commerce & Business Management, University Post Graduate College, Subedari, Kakatiya University, Warangal.

Dr.V.Saritha²

Assistant Professor, Department of Commerce & Business Management, University Post Graduate College, Subedari, Kakatiya University, Warangal.

Abstract:

Mobile phone buying behaviour in Hanumakonda district is driven by a blend of technological aptitude, income levels, and brand reputation, with consumers prioritizing durability, battery life, and camera quality. Key influences include, affordable, trendy models for younger demographics, while, price sensitivity remains high, leading to a strong preference for brands offering value-for-money, reliable after-sales support, and online.

Mobility, user-friendliness, and convenience of communication have made mobile phones an integral part of human life. This study was focused on educational and research institutions, banks, central and state government offices and share broking offices located in Hanumakondadistrict. Convenient sampling technique was used to select 100 respondents. To gather information from the respondents, questionnaire was used. Consumer's preferences, sources of influence, sources of information and sources of purchase and special features influencing brand preferences among mobiles, after-sales service in mobile selling shops, primary objectives of using mobile phones and duration of using and frequency of changing the mobile phones were investigated in the present study. The Chi-Square test was employed to test the hypotheses framed.

Key Words: User-friendliness, Mobile phones, Brand, Respondents, Questionnaire, Preferences.

Introduction:

Mobile phones have affected a big revolution in the telecom industry. They are used to make local calls and receive STD and ISD calls. E-mailing messages is also possible through mobile phones. Mobile phones have the capacity to send and receive faxes and data when connected to a personal computer.

“Brand is a name, term, sign, symbol, design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Philip Kotler, 2000).

The main purpose of branding is to differentiate the branded products from those of the competitors. A brand identifies the seller or maker and it is essential to sellers, who promise to deliver a specific set of features, benefits, and services to the buyers.

Statement of the Problem: Now-a-days, mobile phones are becoming a basic need for communication. There has been a rapid growth in industries producing mobile phones. The manufacturers have brought out numerous models with superior technology. A number of brands in mobile phones are available in the market today with different product features. Therefore, customers have a wide choice of mobile phones. An attempt is made here to find out the particular brand of mobile phone preferred by the customers in Hanumakondadistrict.

Scope of the Study:

The study mainly focuses on the leading brands in mobile phones preferred by the customers in different institutions in Hanumakondadistrict.

Study Area:

This study has been conducted in educational Institutions, Public, Private and Co-operative banks, Central and State government offices and Share Broking offices in Hanumakondadistrict.

Period of the Study:

The data was collected through an interview schedules from mobile users in the month of January, 2026.

Objective of the Study:

The following are the objectives of the study:

1. To identify the brand preferred by mobile users.
2. To study the factors influencing the decision on purchase of a mobile phone.
3. To identify the special features that customers look for mobiles.
4. To study the various sources from which mobile phones are purchased.
5. To study the brand awareness on various mobile phones in the market.

Hypothesis:

1. There is no significant relationship between gender and the period of using mobile phones.
2. There is no significant relationship between income and amount spent on the purchase of mobile phones.
3. There is no significant relationship between gender and frequency of changing the mobile phones.

Methodology:

Collection of Data:

The study is mainly based on primary data. The convenient random sampling technique has been adopted in the selection of respondents. Information is obtained from a sample of 100 mobile users working in educational and research institutions, banks, central and state government offices, and share broking offices in Hanumakondadistrict. A structured questionnaire has been used for the collection of primary data.

Considerable data has also been tapped from secondary sources such as Magazines, Journals, Newspapers, catalogues of various mobile companies, various inter-net sites etc., wherever is necessary.

Tools of Analysis

1. Simple percentage analysis has been used to interpret the data.
2. Chi-square analyses have been used to test hypotheses.

Analysis and Results

In this study, an attempt is made to analyze the opinion expressed by one hundred respondents as shown below.

Table: 1

Gender Ratio of the Respondents

S.No.	Gender	No. of Respondents	Percentage
1	Male	56	56
2	Female	44	44
	Total	100	100

Source: Primary data

The table shows that 56 per cent of the respondents are male and 44 per cent are female. This indicates a slightly higher participation of male mobile users in the study area. However, the difference is not very wide, suggesting that mobile phone usage is fairly balanced across genders in Hanumakonda district.

Table: 2

Income of the Respondents

S.No.	Classification	No. Of Respondents	Percentage
1	Up to Rs.15,000	32	32
2	Between Rs.15,001 to 20,000	28	28
3	Between Rs.20,001 to 35,000	24	24
4	Above Rs. 35,000	16	16
	Total	100	100

Source: Primary data

The data reveals that 32 per cent of respondents earn up to Rs.15,000 followed by 28 per cent earning between Rs.15,001–20,000. About 24 per cent fall in the Rs.20,001–35,000 category, while only 16 per cent earn above Rs.35,000. This indicates that a majority of respondents belong to low- and middle-income groups, which significantly influences their brand preference and spending behaviour.

Table: 3

Income of the Respondents

S.No.	Classification	No. of Respondents	Percentage
1	Samsung	56	56
2	Vivo & Oppo	15	15
3	Xiaomi (Mi)	10	10
4	Apple & One Plus	10	10
	Others	09	09
	Total	100	100

Source: Primary data

Samsung is the most preferred brand among respondents, indicating strong brand trust and market presence. Vivo & Oppo together occupy the second position, reflecting their popularity in the mid-range segment. Xiaomi (Mi) and Apple & One Plus attract a smaller but notable segment, while other brands have minimal preference. This shows that brand reputation and perceived value play a major role in consumer choice.

Table: 4

Preference for selection of Mobile Phone

S.No.	Classification	No. of Respondents	Percentage
1	Availability of more functions	50	50
2	Less costly than others	26	26
3	Looking so attractive	24	24
	Total	100	100

Source: Primary data

Half of the respondents (50 per cent) prefer mobiles with more functional features, indicating feature-oriented buying behaviour. 26 per cent choose mobiles based on cost, while 24 per cent are influenced by attractive appearance. This highlights that functionality outweighs price and design in purchase decisions.

Table: 5

Source of influence for Mobile Selection

S.No.	Classification	No. of Respondents	Percentage
1	Advertisement	37	37
2	Dealers	15	15
3	Friends	34	34
4	Relatives	14	14
	Total	100	100

Source: Primary data

Advertisements (37per cent) and friends (34per cent) are the major influencing sources. Dealers and relatives play a lesser role. This suggests that media promotion and peer influence strongly shape consumer attitudes toward mobile brands.

Table: 6

Source of information on Mobile Selection

S.No.	Classification	No. of Respondents	Percentage
1	News papers and Magazines	41	41
2	Posters and banners	15	15
3	Notices and pamphlets	30	30
4	Television	14	14
	Total	100	100

Source: Primary data

Newspapers and magazines are the primary source of information (41per cent), followed by notices and pamphlets (30per cent). Television and posters contribute comparatively less. This shows that print media continues to be an important information channel for mobile phone buyers in the study area.

Table: 7

Special features influencing brand preference in Mobile phones

S.No.	Special features	No. of Respondents	Percentage
1	Superior Battery life	41	41
2	Advanced Camera Quality	24	24
3	High processing speed	14	14
4	Large storage capacity	13	13
5	Durable design	09	09
	Total	100	100

Source: Primary data

Superior battery life (41per cent) is the most influential feature, followed by advanced camera quality (24per cent). Processing speed, storage capacity, and durable design receive lower preference. This indicates that practical utility features dominate consumer expectations.

Table: 8

Source of Purchase of Mobile Phones

S.No.	Source	No. of Respondents	Percentage
1	Dealers	72	72
2	Gray	08	08

	Market		
3	Others	20	20
	Total	100	100

Source: Primary data

A large majority (72per cent) purchase mobile phones from authorized dealers, indicating trust in genuine products and after-sales service. Only a small portion depends on the gray market, showing increased awareness among consumers.

Table: 9

Major objectives of using Mobile Phones

S.No.	Major Objectives	No. of Respondents	Percentage
1	Contacting Family members	24	24
2	Digital Payments & Banking	29	29
3	Navigation	06	06
4	Entertainment	27	27
5	Business & Commercial Activity	14	14
	Total	100	100

Source: Primary data

Digital payments and banking (29per cent) and entertainment (27per cent) are the leading purposes, followed by contacting family members. This reflects a shift from basic communication to multifunctional usage, driven by digitalization.

Table: 10

Duration of using Mobile Phones

S.No.	Particulars	No. of Respondents	Percentage
1	Up to 2 years	22	22
2	2 to 3 years	34	34
3	Above 3 years	44	44
	Total	100	100

Source: Primary data

Most respondents (44per cent) have been using mobile phones for more than three years, showing high penetration and long-term adoption. Only 22per cent are relatively new users.

Table: 11

Frequency of Changing the Mobile Phones

S.No.	Particulars	No. of Respondents	Percentage
1	Up to 2 years	18	18
2	2 to 3 years	31	31
3	Above 3 years	51	51
	Total	100	100

Source: Primary data

More than half of the respondents (51per cent) change their mobile phones after three years, indicating durability satisfaction and cautious spending behaviour.

Table: 12

Amount spent on purchase of Mobile Phone

S.No.	Classification	No. of Respondents	Percentage
1	Up to Rs.15,000	28	28
2	Between Rs.15,001 to 20,000	25	25
3	Between Rs.20,001 to 35,000	21	21
4	Above Rs. 35,000	26	26
	Total	100	100

Source: Primary data

The spending pattern is evenly distributed across price ranges, with a notable share spending above Rs.35,000. This indicates that while many respondents are price-conscious, a significant group is willing to invest in premium features.

Table: 13

After Sales Service in Mobile Phone Selling Shop

S.No.	Classification	No. of Respondents	Percentage
1	Very important	64	64
2	Important	29	29
3	Not so important	07	07
	Total	100	100

Source: Primary data

A majority (64per cent) consider after-sales service very important, while 29per cent consider it important. This highlights thecritical role of service support in brand loyalty and repeat purchases.

Table: 14

Chi-Square Analysis

Variable I	Variable II	D F	CV	TV	Level	Result
Gender	Time period of using the mobile phone	2	7.29	9.21	1per cent	Not significant
Income	Amount spenton the purchase of the mobile phone	9	76.21	21.67	1per cent	Significant
Gender	Frequenc y of changing the mobile phone	2	7.44	9.21	1per cent	Not significant

1. No significant relationship exists between gender and duration of using mobile phones.
2. A significant relationship exists between income and amount spent on mobile phones, indicating income strongly affects spending decisions.
3. No significant relationship is found between gender and frequency of changing mobile phones.

Findings

1. Samsung is the most preferred mobile brand in Hanumakondadistrict.
2. Functional features and battery life are the primary determinants of brand preference.
3. Advertisements and peer influence significantly affect purchase decisions.
4. Authorized dealers are the dominant source of mobile phone purchases.
5. Digital payments and entertainment have become major purposes of mobile usage.
6. Income significantly influences the amount spent on mobile phones.
7. After-sales service plays a crucial role in customer satisfaction.

Suggestions

1. Mobile companies should focus on battery performance and functional upgrades.
2. Marketers should strengthen advertising and peer-based promotional strategies.
3. Dealers should improve after-sales service quality to retain customers.
4. Affordable models with advanced features should be introduced for middle-income groups.
5. Print and digital media should be effectively used to enhance brand awareness.

Conclusion

The study concludes that mobile phone buying behaviour in Hanumakondadistrict is strongly influenced by brand reputation, functional features, income level, and after-sales service. Consumers prefer value-for-money brands offering durability and advanced technology. As mobile phones have evolved into multifunctional devices, manufacturers and marketers must align their strategies with changing consumer expectations to remain competitive.

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