

**Analysis of Mobile Phone Brand Preferences and Buying Behavior
of Customers in Mathabhanga**

A PROJECT REPORT

Submitted by

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Independent Academic Project

Master of Business Administration (MBA)

Disclaimer

This project is an independent academic study prepared for educational and learning purposes only. The research is based on data collected from a limited number of respondents and information gathered from secondary sources. Although care has been taken to ensure accuracy, the findings and conclusions may be affected by the small sample size and research limitations.

The results reflect the opinions and responses of the participants involved in the study. Therefore, the conclusions should not be considered as fully representative of the entire population.

This study is not officially affiliated with or endorsed by any university, institution, organization, or mobile phone brand. The content is intended only for academic and informational use.

Abstract

The purpose of this study is to analyze mobile phone brand preferences and buying behavior of customers in Mathabhanga. The study aims to understand the factors influencing purchase decisions, such as price, features, performance, and brand choice.

The research is based on primary data collected from 29 respondents using a structured questionnaire. Secondary data from articles and online sources was also used to support the analysis. A descriptive research design and convenience sampling method were applied.

The key findings of the study indicate that most customers prefer smartphones in the ₹10,001–₹20,000 price range. Performance and features are the most important factors influencing purchase decisions, followed by price and brand name. The study also reveals that brand loyalty is relatively low, as many respondents are willing to switch brands in the future. Overall, customers show a high level of satisfaction with their current mobile phones.

Acknowledgement

I would like to express my sincere appreciation to all those who contributed to the successful completion of this project.

I am deeply grateful to the respondents who generously devoted their time and provided valuable information for this study. Their participation played a crucial role in the collection of primary data.

I would also like to extend my gratitude to my faculty members and mentors for their guidance, encouragement, and academic support throughout the course of this research. Their insights and suggestions significantly enhanced the quality of this work.

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Chapter 1: Introduction

The mobile phone industry in India has grown very fast in recent years. With the availability of affordable smartphones and internet services, mobile phones are now used by people of all age groups. India has become one of the largest mobile phone markets in the world.

Smartphones play an important role in daily life. People use them for calling, messaging, online classes, social media, banking, shopping, entertainment, and business work. For many people, a smartphone is not a luxury but a basic necessity.

Brand preference is important because customers trust certain brands more than others. Factors like price, features, quality, camera, battery life, and after-sales service influence customers while choosing a mobile phone. A strong brand creates confidence and satisfaction among customers.

In small towns like **Mathabhanga**, the mobile phone market is also growing steadily. Customers mostly prefer budget and mid-range smartphones that offer good features at reasonable prices. Studying brand preference and buying behavior in such towns helps to understand customer needs and market trends at the local level.

Chapter 2: Statement of the Problem

In today's competitive Indian mobile phone market, many brands are available with different prices and features. Customers often feel confused while choosing the right mobile phone. When a customer visits a mobile shop, it becomes important for the shopkeeper to understand the customer's preferences, such as preferred brand, price range, and important features.

If the shopkeeper or mobile company does not understand why a customer may reject a particular phone or which brand the customer likes the most, it can lead to dissatisfaction. By understanding customer brand preference and buying behavior, shopkeepers and companies can suggest suitable phones, improve customer satisfaction, and increase sales. This study focuses on identifying these factors among customers in Mathabhanga.

Chapter 3: Objectives of the Study

1. To study the **mobile phone brand preferences** of customers in Mathabhanga.
2. To analyze the **buying behavior of customers** while purchasing mobile phones.
3. To identify the **key factors influencing purchase decisions**, such as price, brand, features, and satisfaction level.
4. To understand the **price sensitivity** of customers while buying mobile phones.
5. To identify the **most preferred mobile phone features**, such as camera quality, battery life, brand value, and other technical features.
6. To study the **brand switching intentions** of customers for future mobile phone purchases.

Chapter 4: Research Methodology

Research methodology explains how the study was conducted and how the data was collected and analyzed.

a) Research Design

The research design used for this study is **descriptive research**. This type of research is used to describe the preferences and buying behavior of mobile phone users in Mathabhanga.

b) Data Collection Method

The study is based on both **primary and secondary data**.

- **Primary** **Data:**
Primary data was collected through a **structured questionnaire** prepared using Google Forms and circulated among mobile phone users.
- **Secondary** **Data:**
Secondary data was collected from the **internet, articles, reports, and websites** related to the mobile phone industry.

c) Sample Size

The sample size of the study consists of **29 respondents** from Mathabhanga.

d) Sampling Method

The sampling method used for this study is **convenience sampling**, as the data was collected from respondents who were easily available.

e) Tools Used for Data Analysis

The following tools were used for analyzing the data:

- **Percentage analysis**
- **Bar charts**
- **Pie charts**

Chapter 5: Data Analysis and Interpretation

The data for this study was collected from **29 respondents** using a structured questionnaire. The data has been analyzed using tables, percentage analysis, and charts to understand the **mobile phone brand preferences and buying behavior of customers in Mathabhanga**.

1. Mobile Phone Brand Used by Respondents

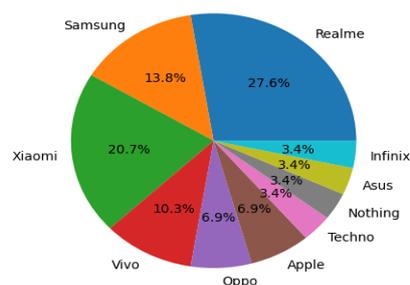
Table: Mobile Brand Used

Mobile Brand	No. of Respondents
Realme	8
Samsung	4
Xiaomi	6
Vivo	3
Oppo	2
Apple	2
Techno	1
Nothing	1
Asus	1
Infinix	1

Interpretation:

The table shows that **Realme is the most used brand**, followed by **Xiaomi and Samsung**. This indicates that customers prefer **affordable brands with good features**, while premium brands like Apple have fewer users.

Mobile Phone Brand Used by Respondents (Mathabhanga)



2. Price Range of Current Mobile Phone

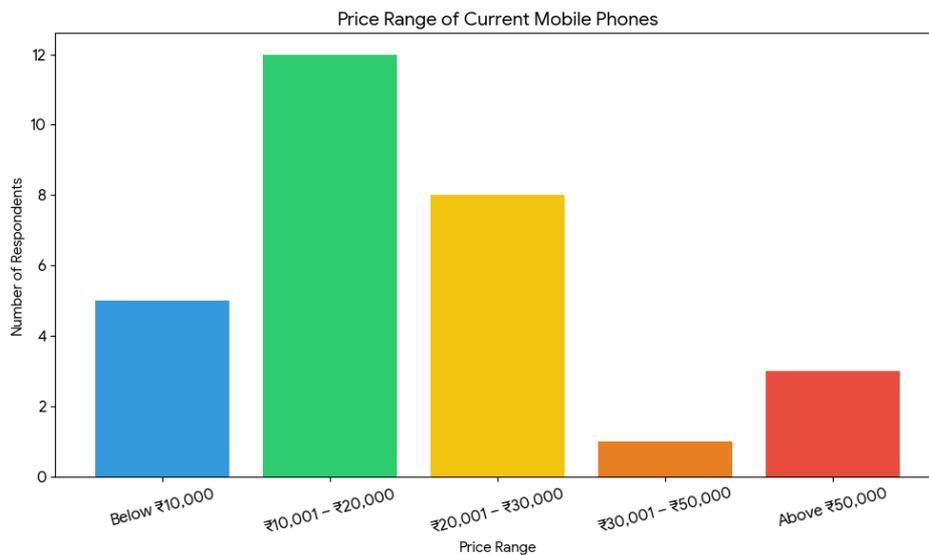
Question: What is the price range of your current phone?

Table: Price Range Preference

Price Range	Response
Below ₹10,000	5
₹10,001 – ₹20,000	12
₹20,001 – ₹30,000	8
₹30,001 – ₹50,000	1
Above ₹50,000	3

Interpretation:

Most respondents use mobile phones priced between ₹10,001 and ₹20,000, followed by ₹20,001–₹30,000. This shows that customers in Mathabhanga prefer **budget and mid-range smartphones**.



3. Reason for Choosing the Current Mobile Phone

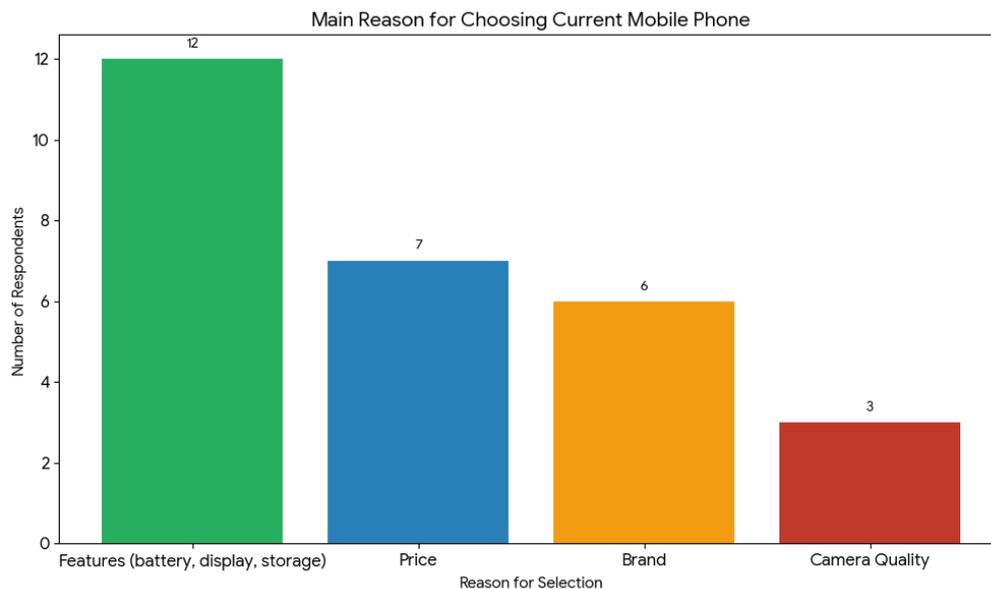
Question: What is the main reason you chose this phone?

Table: Reason for Purchase

Reason	Response
Price	7
Brand	6
Camera Quality	3
Features (battery, display, storage)	12

Interpretation:

The most important reason for choosing a mobile phone is **features**, followed by **price and brand**. This shows that customers focus more on **overall performance and usefulness** rather than only brand name.



4. Duration of Using the Current Mobile Phone

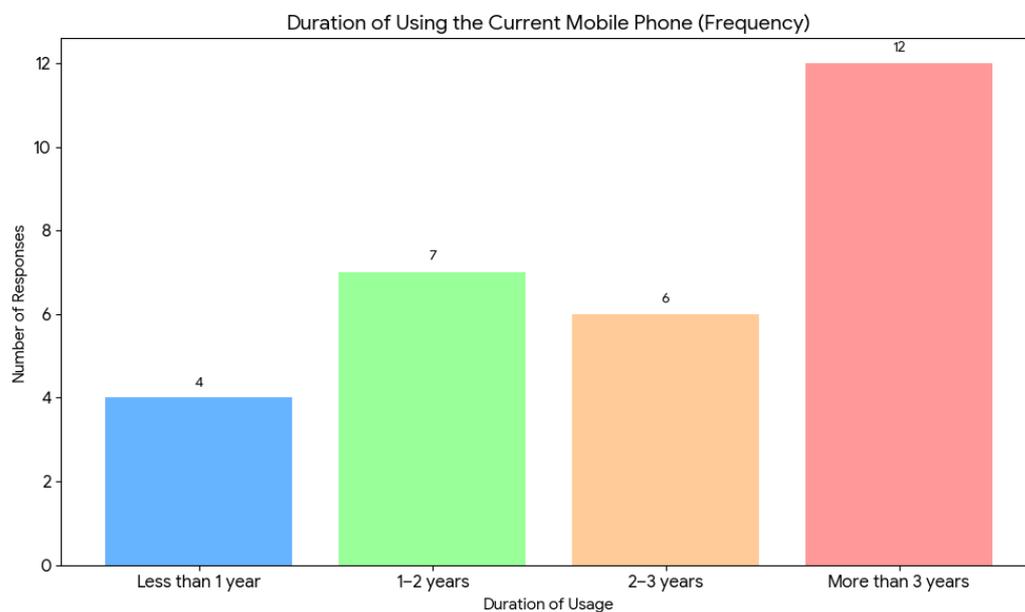
Question: How long have you been using your current phone?

Table: Duration of Usage

Duration	Response
Less than 1 year	4
1–2 years	7
2–3 years	6
More than 3 years	12

Interpretation:

Most respondents have been using their phones for **more than 3 years**, followed by **1–2 years**. This indicates that customers prefer to use their phones for a long time and expect **durability and reliability**.



5. Brand Switching Intention

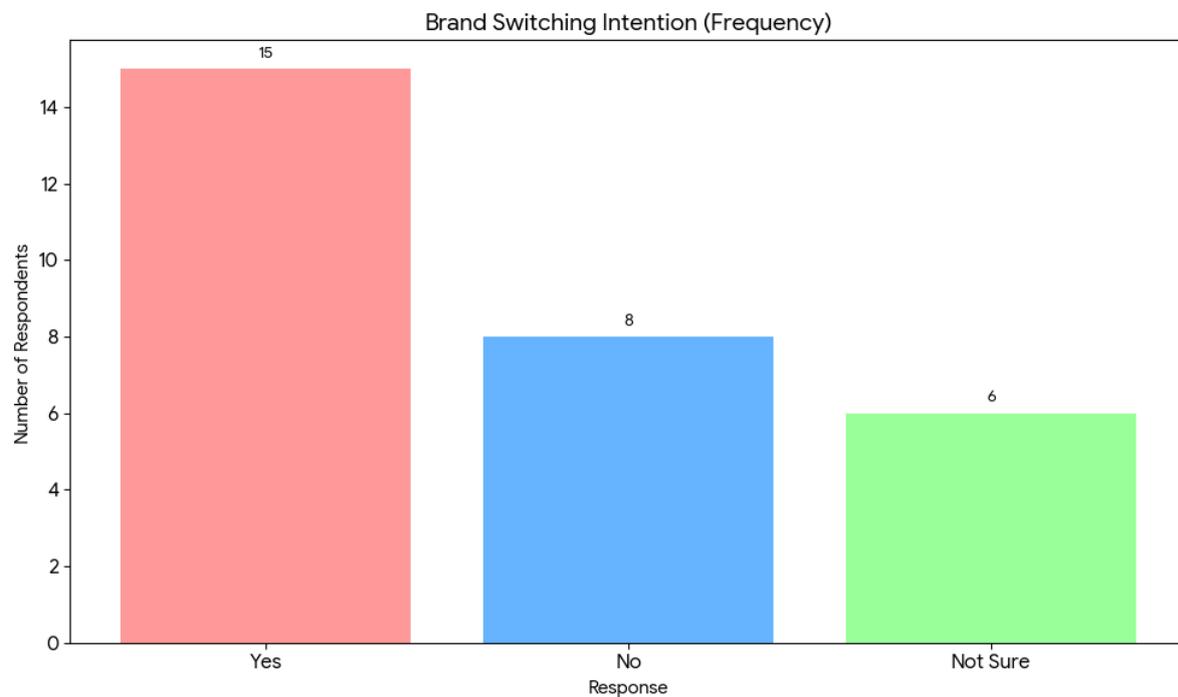
Question: Do you plan to switch to a different brand next time?

Table: Brand Switching Plan

Response	No. of Respondents
Yes	15
No	8
Not Sure	6

Interpretation:

A large number of respondents plan to **switch to a different brand** in the future. This shows that **brand loyalty is low**, and customers are open to trying better options.



6. Most Important Feature While Buying a Phone

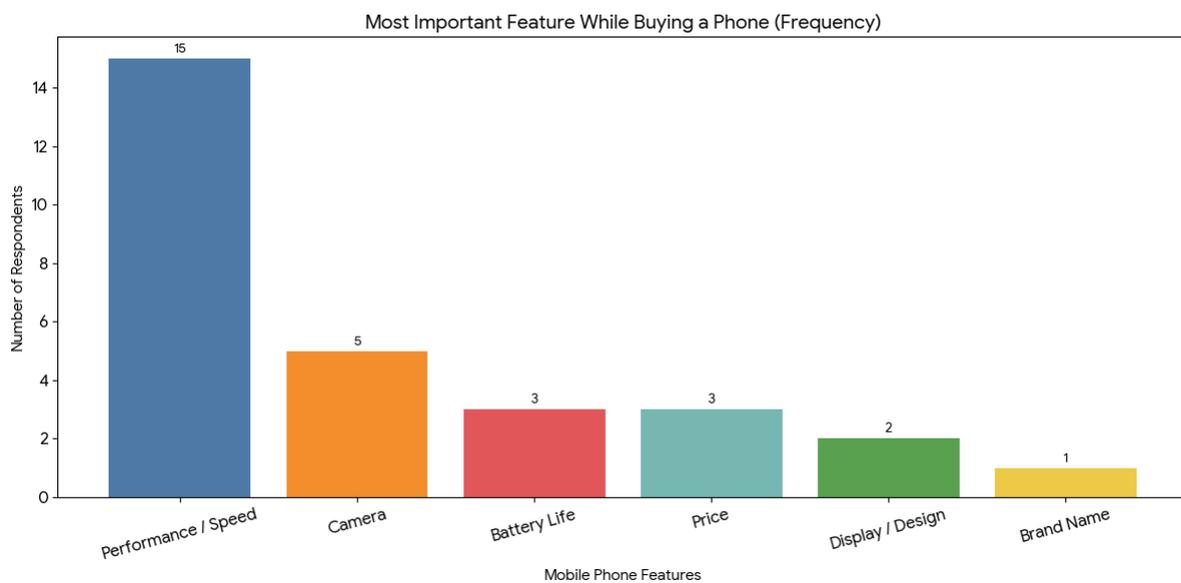
Question: Which feature is most important to you when buying a phone?

Table: Important Features

Feature	Response
Performance / Speed	15
Camera	5
Battery Life	3
Price	3
Display / Design	2
Brand Name	1

Interpretation:

Performance and speed is the most important feature for customers, followed by **camera quality**. This shows that users prefer phones that work fast and smoothly in daily use.



7. Satisfaction Level of Customers

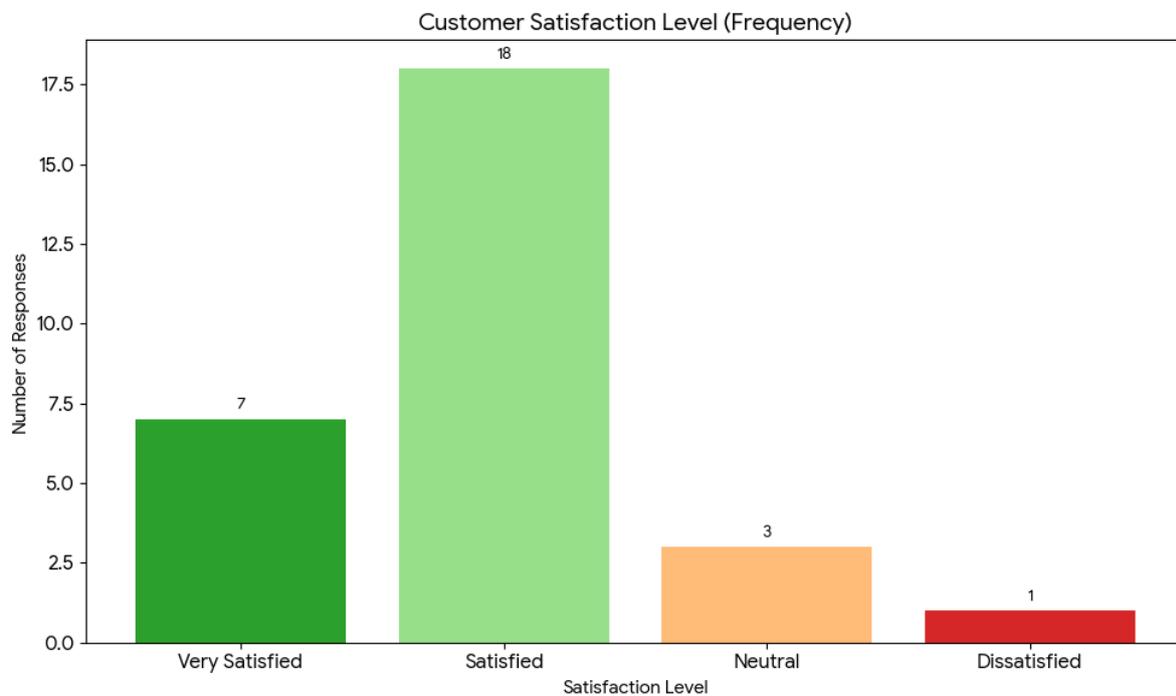
Question: How satisfied are you with your current phone?

Table: Satisfaction Level

Satisfaction Level	Response
Very Satisfied	7
Satisfied	18
Neutral	3
Dissatisfied	1

Interpretation:

Most respondents are **satisfied or very satisfied** with their mobile phones. This indicates a **high level of customer satisfaction** with current mobile brands.



8. Place of Purchase

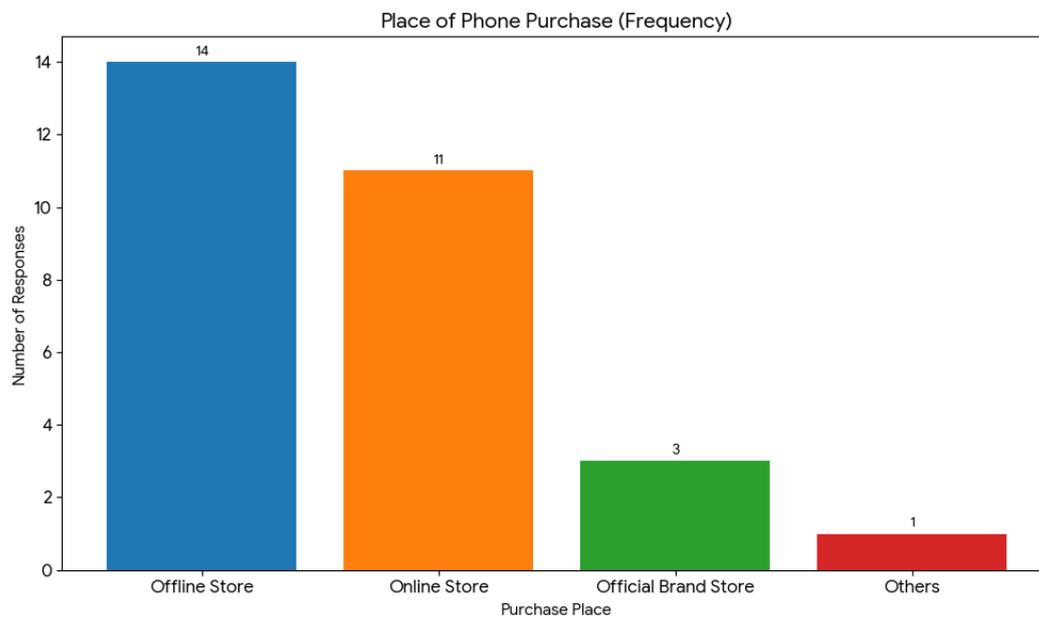
Question: Where did you purchase your phone?

Table: Place of Purchase

Purchase Place	Response
Offline Store	14
Online Store (Amazon, Flipkart, etc.)	11
Official Brand Store	3
Others	1

Interpretation:

Most respondents prefer buying phones from **offline stores**, followed by online platforms. This shows that customers still value **personal interaction and trust**, even though online shopping is growing.



Chapter 6: Findings of the Study

- The majority of respondents prefer mobile phones in the **₹10,001–₹20,000 price range**, followed by ₹20,001–₹30,000, showing a preference for **budget and mid-range smartphones**.
- **Features and performance** are the strongest factors influencing buying decisions, followed by **price and brand name**, indicating that customers focus more on overall usefulness than only brand image.
- **Performance and speed** is the most important feature for customers, followed by **camera quality** and **battery life**.
- Most respondents have been using their mobile phones for **more than 3 years**, showing that customers expect **durability and long-term usage**.
- A large number of respondents **plan to switch brands** in the future, which shows that **brand loyalty is low** in the mobile phone market.
- **Offline stores are slightly more preferred than online stores** in Mathabhanga, showing that customers still value **personal interaction and trust**, even though online purchasing is growing.
- The majority of respondents are **satisfied or very satisfied** with their current mobile phones, indicating a **high level of customer satisfaction**.

Chapter 7 : Suggestions

- Mobile phone companies should focus more on **improving performance and speed**, as this is the most important feature for customers.
- Brands should offer **good quality smartphones in the ₹10,000–₹20,000 price range**, as most customers prefer this segment.
- Camera quality and battery life should be improved, as these features strongly influence buying decisions.
- Mobile brands should provide **better after-sales service** to reduce brand switching and increase customer loyalty.
- Offline mobile stores in Mathabhanga should offer **competitive prices and better guidance**, as many customers still prefer buying from physical stores.
- Companies should use **social media and local promotions** to inform customers about new features and offers, as customers are open to switching brands.

Chapter 8 : Conclusion

This study analyzed the mobile phone brand preferences and buying behavior of customers in Mathabhanga. The results show that most respondents prefer budget and mid-range smartphones, especially in the ₹10,001–₹20,000 price range.

The study found that customers give more importance to performance, features, and price rather than only the brand name. Performance and speed were identified as the most important factors when choosing a mobile phone.

The findings also indicate that brand loyalty is relatively low, as many respondents are willing to switch brands in the future. Offline stores remain a popular place for purchasing mobile phones, although online shopping is gradually increasing.

Overall, most respondents reported being satisfied with their current mobile phones. The insights from this study may help retailers and mobile phone companies better understand customer needs and preferences in semi-urban areas like Mathabhanga.

Chapter 9 : Limitations of the Study

This study has certain limitations that should be considered when interpreting the results.

The research was conducted using a small sample size of 29 respondents. A larger sample could have provided more accurate and widely representative findings.

The study applied a convenience sampling method, which may limit the ability to generalize the results to the entire population.

The scope of the research was restricted to Mathabhanga. Therefore, the findings may not fully apply to other regions with different customer characteristics.

The data collected was based on self-reported responses from participants. As a result, the information may be influenced by individual opinions or biases.

In addition, the study reflects customer preferences and buying behavior at a specific point in time. Changes in technology, pricing, and market trends may affect future outcomes.

Despite these limitations, the study provides meaningful insights into mobile phone brand preferences and consumer buying behavior.