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## A STUDY ON CONSUMER PREFERENCES IN POPULAR BRANDED MOBILES THROUGH ONLINE AND OFFLINE MOBILE RETAILING

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### ABSTRACT

*In Current trend there were so many changes in retail sector particularly mobile sector. Customers expected in different versions and more storage capacity popular branded mobiles like Xiaomi, Samsung, Oppo, and I phone particularly to prefer more in online companies then offline due to more offers, lesser prices, and expected quality as well. Online retailers attract more customers for providing expected offers and normal prices are majorly affect offline retailers. The Primary data has been collected through Survey of consumers in Chennai areas like Vadapalani, Virugambakkam, and Kodambakkam and secondary data has been collected already available data like Books, Journals etc.*

### KEYWORDS

online mobile retailing, offline mobile retailing.

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### INTRODUCTION

In this paper we will discuss about the popular branded mobiles offered by mobile sector in online companies and moreover difficulties faced by the mobile retailers.

Customer choosing popular branded mobiles like Xiaomi, Samsung, Oppo, Realme, One plus, Nokia, Apple I-phone, Vivo, Motorola, Lenova, Zen etc. in online by provided services like lower prices, festival offers like big billion days offers, website add, product features, Emi and fastest delivery options, reviews and ratings, and offering high quality branded mobiles that induced more customers to prefer more in online. So how the offline retailers need to change the customers preference of mobile from online to offline and promote some strategies like offering normal prices and good quality, collecting valuable feedback from consumers, provide compliment gifts and identifying the trending branded mobile to increase their sales in street retailing.

### REVIEW OF LITERATURE

Today, an increasing number of consumers of all demographics are engaged in multi-channel marketing by conducting information searches and purchase decisions both online and offline. They may search online for product information and reviews, visit a physical store to examine the product, and end up purchasing the product at either the physical store or the online store, whichever offers greater value in terms of price and convenience. Despite the trend towards multi-channel marketing, some Consumers may not participate initially, choosing instead to wait until they feel the technology and service are mature before participating. At first, consumers may be reluctant to engage in mobile marketing because of a lack of awareness or uncertainty regarding its benefits or because they may not own a device that allows for efficient mobile shopping. However, once mobile marketing becomes more widely available and the benefits become more observable, more consumers are likely to accept it. Hsu et al. (2007), Grant and O' Donohoe (2007), and Andrews et al. (2005) found that mobile marketing adoption varies with adopter segments and shopping style.

The six independent variables such as price, social influence, durability, brand name, product feature and after sales service combined significantly influence the consumers buying decision of mobile phone devices. The leading factor is price followed by product features and durability (Mesay Sata, 2013) [8]. The size, physical appearance and main menu of mobile phone are found to be the most important factors influencing the choices of mobile phones (Ling Hwang and Salvendy, 2007). Consumers' self-knowledge was measured by comparing the product attribute importance with the predicted judgements and the actual purchase. The consumers were having a relatively good predictive power of a product they have chosen, but not a perfect one (Hernan Riquelme, 2001).

### OBJECTIVE OF THE STUDY

To identify the popular brands in the mobile phone industry and the customers' preference towards it in online and mobile showroom retailing.

### RESEARCH METHODOLOGY

The sample for the present study was collected from the mobile phone customers aged between 18- 45 in Chennai district through interview method. The sample size was 100 respondents. The Convenience sampling method was used.

### ANALYSIS AND DISCUSSIONS

**TABLE NO. 1: CUSTOMER PREFERENCES TOWARDS BRANDED MOBILE PHONE**

S. No.	Factors	No of respondents
1	Yes	76
2	No	24
Total		100

Table 1 Explains that 76 percent of the respondents preferred branded mobile through online and 24 Percent of the respondents to go with in store.

**TABLE NO. 2: COMFORTABLE WITH PRICES WHILE PURCHASING ONLINE**

S. No.	Factors	No of respondents
1	Yes	82
2	No	18
Total		100

Majority of the respondents likely to buy in online due to expected price availability and few consumers only preferring in store for normal prices.

**TABLE NO. 3: MAJOR CUSTOMERS PREFERRED ONLINE DUE TO PREFERRED BRANDS AVAILABLE IN ONLINE APP.**

S. No.	Factors	No of respondents
1	Strongly agree	62
2	Agree	23
3	Neutral	-
4	Disagree	15
5	Strongly Disagree	-
Total		100

In table 3 reveals that the 62 percent of the consumers are strongly agree with preferred brands available in online and 23 percent of the customers agree with same, but 15 percent of the consumers disagree with preferred brands in offline also.

**TABLE NO. 4: OFFLINE RETAILERS FACED CHALLENGES ON ONLINE COMPANIES' OFFERING FESTIVAL PROMOTIONS**

S. No.	Factors	No of respondents
1	Strongly agree	67
2	Agree	19
3	Neutral	14
4	Disagree	-
5	Strongly Disagree	-
Total		100

Table 5 shown that offline retailers majorly affect 67 percent of consumers strongly agree in store retailers faced challenges through online for offering big billion offers and some festival offers and 19 percent agree with the same but remaining 14 percent consumers have neutral whether offline also provided some reasonable offers on festival season.

**TABLE NO. 5: ADVERTISEMENTS AND PRODUCT FEATURES CREATE IMPACT ON ONLINE COMPANIES TO REDUCE SALES IN OFFLINE**

S. No.	Factors	No of respondents
1	Strongly agree	58
2	Agree	23
3	Neutral	-
4	Disagree	19
5	Strongly Disagree	-
Total		100

From the above table no 5 indicates that 58 percent of the consumers says they are strongly agree with the advertisement and Product features create impact on online companies to reduce the sales in offline because the consumers easily known about the offers in website add, TV add and product features like camera and storage facilities for this reason they can easily buy in online and 23 percent agree with same but remaining 19 percent disagree with offline sales not reduced through advertisement and product features.

**TABLE NO. 6: COMFORTABLE WITH CONVENIENCE AND GOOD QUALITY THROUGH ONLINE RETAILER**

S. No.	Factors	No of respondents
1	Strongly agree	66
2	Agree	23
3	Neutral	-
4	Disagree	11
5	Strongly Disagree	-
Total		100

In this table 6 reveals that 66 percent of the consumers strongly agree with good quality and comfortable with easy to buy mobile at home through online app like Flipkart, Amazon etc. and 23 percent agree with the same but, 11 percent disagree with online whether they feeling good and expected quality available in offline.

**TABLE NO. 7: EMI AND DELIVERY OPTIONS, IN ONLINE AFFECT OFFLINE MOBILE RETAILER**

S. No.	Factors	No of respondents
1	Yes	66
2	No	34
Total		100

Finally the table 7 shown that 66 percent of respondents preferred in online EMI and fastest delivery of mobile phone directly to home but 34 percent said no only in store in nearest place to directly buy and feeling the reality of touching the mobile.

**TABLE NO. 8: REVIEWS AND RATINGS, AVAILABLE IN ONLINE APP AFFECT OFFLINE MOBILE RETAILER**

S.no	Factors	No of respondents
1	Yes	78
2	No	22
Total		100

Finally, the table 8 shown that 78 percent of respondents preferred in online through identify high rated mobile and top rate reviews help consumers to prefer in online for branded mobiles but 22 percent said no only reviews and ratings not affecting offline mobile retailing.

**SUGGESTIONS**

- Online retailer's majorly satisfied consumers through prices so in store shoppers to be carefully analyze the consumer to offer some reasonable mobile prices.
- In store retailer to be understand the offers expected by consumers.
- Brick & motors to introduce store app for customers easily analyze the product features.
- Offline retailers need to provide some display and panel distribution through consumers.
- To collect feedback from existing in store customers after sales.
- Offline retailers also provided Emi options to be collaborate with insurance companies.

**CONCLUSION**

In this article we discussed the consumers expectation level is different for buying branded mobiles like Samsung, Oppo, Vivo, Apple-I phone, Xiaomi, etc through online shopping for providing excellent offers, and website add, good quality, product features, satisfied brand, Emi and fastest delivery options, reviews and ratings attract more consumer to prefer in online but in offline they need to improve the sales while they fulfilled their consumer expectations and identifying the valuable branded mobiles required by consumers.

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