

CONSUMER BUYING BEHAVIOUR ON MOBILE PURCHASING: A STUDY IN SONEPAT, INDIA

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ABSTRACT

Smartphones have taken off in India thanks to people earning more, new tech rolling out, and the way we live changing fast. For anyone selling or making phones, figuring out what buyers want is now a big deal. We looked at what drives people in Sonapat—a growing semi-urban spot in Haryana—to pick one phone over another. We asked 102 locals using a simple questionnaire. Turns out, a trusted brand, solid features like the camera, battery, and storage, plus what friends say and online reviews matter a lot. The 18–25 crowd buys the most. And more folks than you’d expect are starting to care about the planet when they shop. This work gives phone companies and marketers real clues for reaching these up-and-coming markets.

Keywords: Consumer behaviour, Smartphones, Buying decision, Mobile marketing, Sonapat, India

1. INTRODUCTION

Phones aren’t gadgets anymore—they’re part of daily life: talking, studying, watching shows. In India, the market exploded because salaries are up, internet is everywhere, and the government keeps pushing “Digital India.”

Sonapat sits right next to Delhi and is catching up fast on tech. Knowing how people there choose phones helps companies spot opportunities and tailor what they offer.

Buying choices come from all sides—your own tastes, friends, mood, even culture. Everyone has different reasons, feelings, and favourite brands. We wanted to dig into those in Sonapat.

2. LITERATURE REVIEW

Past studies say price, brand name, specs, and after-sales support are the big four. Reddy and Rani (2021) saw price and quality ruling in cities. Sharma (2021) noticed easy payments and EMIs push people toward fancier models.

Mehta (2023) pointed out online reviews build trust. Chatterjee and Giri (2021) found ads and emotions sway the young crowd. Sharma and Khanchandani (2022) showed Instagram and YouTube shape how people see and compare phones.

Indians love brands, know their tech, and listen to others. But almost no one has looked closely at smaller places like Sonapat, where money and digital habits vary. That’s the gap we’re filling.

A growing body of research explores what drives Indians to buy smartphones, blending price, brand, tech specs, and social vibes. In tier-2 cities, Chauhan (2020) spotted clear gender splits—guys chase raw performance while girls lean toward sleek design and what friends say. Right in Sonapat, Sudha Rani and Neeta Sharma (2021) saw brand loyalty, clever ads, and happy customers steering the wheel, with Samsung and Apple still topping wish lists.

Eco-friendly talk rarely turns into green buys, note Yadav and Agrawal (2022). Brand pull and wallet size usually win. Chatterjee and Giri (2021) used neuromarketing to prove emotional ads hit harder than spec sheets. Nieditha and Gayathri Reddy (2024) in Bengaluru confirmed price, brand shine, and solid service remain the big three.

Online chatter shapes choices fast. Joshi and Mathur (2023) tracked how reviews, slick apps, and smooth UX nudge buyers. Ankit Mehta (2023) stressed first-timers trust star ratings almost blindly. Social media flexes real muscle—Preeti Sharma and Khanchandani (2022) showed Instagram and YouTube sculpt brand love and spark comparisons.

Money tricks matter too. Priya Sharma (2021) linked e-wallets to bolder impulse buys; Kavita Singh (2023) watched zero-cost EMIs push premium picks. In Haryana villages, Shweta Yadav (2022) found rugged builds and low prices rule, unlike city folks chasing looks and speed. Neha Bansal (2021) tied digital smarts to smarter shopping.

Local touch endures. Karan Ahuja (2024) in Sonapat noted online giants grab sales, but neighbourhood stores keep trust for repairs and advice. Kargeti et al. (2022) among Uttarakhand students flagged convenience and peer pressure as app-buy triggers. Rakesh Kumar (2020) watched Vivo and Oppo storm small-town Haryana on budget tags and thick retail nets.

Rural habits flip with phones, says Sapna Dhaliwal (2023). Prashant Dubey (2021) charts the rush toward smarter devices fueled by falling prices and cut-throat e-commerce. College kids in Delhi NCR, per Sudhansh Sharma et al. (2020), weigh price, size, and badge heavily. Yashodhan Karulkar and Kothari (2023) linked brand buzz and loyalty straight to young wallets. Market Xcel (2025) predicts 2025 will widen generational and regional gaps, with digital sway growing sharper.

Together, the studies paint Indian buyers as brand-savvy, deal-hungry, and socially wired—yet semi-urban pockets like Sonapat stay under the lens. This work steps in to close that gap.

3. **OBJECTIVES**

- See which phone brands people in Sonapat like best.
- Pinpoint what really sways their buying choice.
- Look at how often they upgrade and how they decide.

4. **METHODOLOGY**

- **Research type:** Descriptive
- **Sample:** 102 people
- **Sampling:** Simple random
- **Data:** Closed-question survey
- **Limits:** Small group, only Sonapat, just 60 days

5. **RESULTS AND DISCUSSION**

- **Demographics**

Of the 102 people, 34% were 18–25—the clear leaders in buying phones. Men 46%, women 38%, 16% skipped gender. Students made up 38%; the rest worked or ran their own gigs. A third earned under ₹10,000 a month, so price really counts here.

- **Brand Preference**

OnePlus (27.5%), Apple (26.5%), and Samsung (25.5%) topped the list. Even in a smaller town, people go for names they trust for speed and dependability. Vivo and Oppo win with tighter budgets.

- **Purchase Frequency & Key Features**

38% swap phones every two years, 25% every year. Camera (30%) and battery (28%) beat everything else, then price and storage. Young buyers care most about photos and lasting power.

- **Buying Channel & Influences**

34% bought at brand stores, 32% at local shops, 21% online (Amazon, Flipkart). Online reviews (27%), friends/family (25%), and ads (23%) led the pack. Trust in reviews shows how digital India is getting.

- **Sustainability**

42% thought about the environment—recycling, energy use, green packaging. That’s a surprising shift even in smaller cities.

All this says: features and wallet size matter, but friends and the internet steer the ship.

6. **CONCLUSION**

In Sonapat, phone buys hinge on camera, battery, price, and brand name. Young people rule the market, loyal to tech that feels fresh.

Friends, reviews, and ads shape opinions big-time. And more buyers now ask, “Is this good for the planet?”

Tips for marketers:

- Shout about killer cameras and all-day batteries.
- Live strong online—reviews, influencers, ads.
- Offer easy EMIs.
- Talk up recycling and green moves.

Phone makers must mix fair prices, great performance, and a name people know. This study sheds light on fast-growing towns that big brands can’t ignore.

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