

A Study on Impact of Cellphones Branding on Consumer Buying Behavior

Prof. Manjeet Mishra

Asst. Professor

St. Rock's College of Commerce and Science, Borivali (W), Mumbai, India

Abstract: *Branding is one of the most significant factor in consumer buying behavior. The paper consist about how branding impact on consumer buying behavior. Now a days cellphone industry in its boom stage there are many brands available for mobile phones & each brand has its own competitive advantage the paper also focus on which factors considered while purchasing particular brand. From last 18-19 years there was tremendous change in cell phone industry earlier use cell phones was only restricted to making & receiving calls but now days use of cell phones is beyond human neseecites. This paper also consist of investors perception towards different cell phones brands.*

Keywords: Branding