

A Study of Consumer Buying behavior towards Mobile Phones with Special Reference to Hapur Dist.

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Abstract: *The process through which people look for, choose, acquire, use, and dispose of goods and services in order to satisfy their needs and wants is known as customer buying behavior. The primary goal of consumer purchasing behavior is to fulfill the needs and desires of the target market. Studying consumer purchasing patterns is mostly done to enhance sales and profits for the store, as well as to fulfill client requirements and wants and preserve the reputation of the establishment by doing so. The study provides a brief overview of consumer perceptions of and purchasing tendencies toward various mobile phone brands, customer preference levels related to various mobile phones, key features that customers look for in a mobile before making a purchase, and factors that affect consumer decision-making when buying a mobile phone.*

Keywords: Consumer Buying

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