

*A Study of Consumer preference on Mobile Phone in Lunglei Town, Mizoram*



*A report submitted to Department of Commerce, Higher And Technical Institute, Mizoram  
(HATIM) for the academic year 2022-24*

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## CERTIFICATE

This is to certify that the dissertation entitled “**A Study of Consumer preference on Mobile Phone**” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by **C. Remtluangpuii** under my supervision. She has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.



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## DECLARATION

I, **C. Remtluangpuii**, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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## ACKNOWLEDGEMENT

I would first like to express my deepest appreciation to Almighty God for his grace, guidance and protections throughout my research period. May his name continue to be honoured and glorified.

It gives me great pleasure to express my deep sense of gratitude and sincere thanks to my research supervisor Dr. R. Lalnunthara for his constant support, motivation and invaluable guidance for the successful completion of this research work. I consider myself very fortunate to have this opportunity to work with such distinguished caring advisor. I immensely thank him for being a constant source of encouragement and inspiration throughout my period of research. I owe immense gratitude to his personnel and resourcefulness.

I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal of HATIM and Mrs. Vankhawpuimawii Pachuau, Head, Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

I am thankful to my family and friends for being a constant source of love, concern, and strength not only during the course of the study, but always.

Last but not the least; I extend my deepest gratitude to all the respondents of my study who kindly took their precious time to share their opinions.

Thank you,

C.Remtluangpuii

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**CHAPTER 1**  
**INTRODUCTION**



# CHAPTER 1

## INTRODUCTION

### **1.1 Conceptual Framework**

In today's world, mobile phones are an essential aspect of personal communication. This has become a commonplace part of daily life for most people regardless of their age, income, or location in the world. The mobile phone industry around the world is currently experiencing a tumultuous business climate due to increased competition and the ever-changing tastes, preferences, and requirements of customers. Today, a smart phone is a need. Not only does a smartphone allow users to make and receive phone calls, but it also meets a slew of other needs, such as internet and social networking, multimedia, selfies, tracking of health features, and video calling. Smartphone customers' purchasing decisions are influenced by a plethora of factors. In the 21st century, smartphones are viewed as an essential component of university students' lives because of their advanced features. For many students, smartphones have become an essential part of daily life. Student smartphone use has been documented in a variety of research

#### **1.1.1 Evolution of mobile phone**

Throughout the 1980s, mobile phones began to evolve from the early brick phones into more portable and user friendly devices. The introduction of the “flip phone” in the mid-1980s, exemplified by the Motorola Dyna TAC 8000X, marked a significant step forward in terms of design and convenience.

The advancement of mobile phone communication has moved quickly. During ongoing years, the utilization of mobile phones has expanded significantly and has been resembled by gowning a concern about the consequences for sleep and sluggishness ascribed to exposure to the blue light delivered by mobile phones during late night use. Showing that the late-night cell phone causes adverse effects on sleep would flag a far and widespread public health problem.

### **1.1.2. Definition of Mobile Phone**

The definition of a mobile phone is given below. Another word for mobile phones is the handheld telephone. Which calls and receives calls through a radio link. Conversion from telephone to mobile phone. We can use mobile phones more easily than telephones. We can transfer voice, video, or other data very easily and in a short time using the internet. We connect mobile phones to the public switched telephone network (PSTN). This is usually divided into two parts: the other is the cellular telephone system called the Global Satellite-Based Telephone. A mobile phone that uses a radio instead of a cable to connect to the phone system where its signal can be accessed. Finally, we can say that a mobile phone is a device that we can use in a wide area with the help of a network without any kind of physical connection.

### **1.1.3. History of the Mobile Phone**

In 1983 the world's first transportable mobile phone was called the Motorola Dyna TAC 8000X. It cost \$4000 to build. The first mobile phone call to land in the United Kingdom two years later was made by Sir Ernest Harrison, then chairman of Vodafone. Following the Dyna TAC with the Motorola 9800X or Microtrac in 1989, it came with a fold-down keyboard cover. At the beginning of the story of the mobile phone, many cell phones were considered "car phones" because they were too big to look at and difficult to carry in a pocket or purse. However, in 1983, the Motorola Dyna TAC 8000x came on the market. Although it was huge by today's mobile phone standards, it was considered the first real mobile phone because it was transportable and small enough. Although the mobile phone was very expensive, became a symbol of pop culture.

Craig Jones, art designer and art design professor at the Philadelphia Art Institute, said: "These were initially marketable and used in the business world, but were often not for personal use, as mobile phones have become in our lives today. DynaTac's later models were small in size but flawed. But Nokia Mobira Talkman and Motorola 2900 mobile phones were heavier, but with longer battery life and longer talk time, these features made the phone more popular. With the betterment of technology, cell phone companies are making mobile phones smaller and more affordable to increase their customer base. If you want to know more about the history of mobile phones, you can see that the history of mobile phones dates back to 1908 - there was a 'wireless

telephone' in Kentucky - a patent was issued there and this mobile phone was the mobile phone we use now. Completely different from this phone was like a two-way radio. Technology has always been used a lot in our modern society but no other technology in the world has made such an impact as a single device like a mobile phone.

One study found that the average person touches their phone 2,617 times a day. In this modern world, people use mobile phones more than toilets. As you can see, most of the people in the world use mobile phones for most of the day and this statistic are ever increasing. Since the advent of smart mobile phones, people have become more and more addicted to them.

#### **1.1.4 Importance of consumer preferences on mobile phone**

There are number of branded smartphones available in the global market. Customers prefer to choose one brand over the other. The customer purchase smartphones by comparing the features and advancements in the smartphones among wide range. This study is an attempt to find out the determinant that influence brand preference among the customers.

### **1.2 Literature Review**

(Macro Analysis & Consumer Research Organisation, 2004.{2}) conducted a study to investigate the attitude, usage patterns, the factor that trigger for purchase and awareness with regards to the recent launches of mobile handsets in the market. The finding shows that a substantial amount has adequate exposure to technology prior to their actual purchase, there was high awareness about new model launches by various companies like Nokia, Motorola, Samsung and LG and majority of the respondent perceive a cell phone as the technology that offers convenience and make their life easier.

**(Chowdhury & Rahman, 2013.[3])** studied the relationship between demographic variables on the brand preference and identified the attributes that affect the choice behavior of mobile handsets as well as why the young consumers give special emphasis to some particular factors in the Chittagong metropolitan city. Young respondents emphasize less importance on durability, price, others device and opinion because of their swift switching attitude. As a whole, Samsung is competing with industry leader Nokia, Symphony, Sony Ericson and other brands grab a share of the youth market.

**(Gopal & Anjali & Akanksha, 2013.[4])** studies showed that in today's market medium screen phone is quite popular, followed by large screen phones while the only minority of buyers go for the small screen models as evident from the survey conducted on consumers. As far as the size and weight of handsets are considered, slim handsets are leading the consumer market, followed by medium and as for the weight, light weighted phones are more popular while heavy weighted are the least while medium weighted phones are more popular while heavy weighted are the least while medium weighted phone still hold a ground in the market as observed from the study conducted.

**(Marumbwa and Thakur, 2013.[5])** conducted a study to identify brand image positively influence the consumer brand preference and increase in consumer satisfaction levels would yield positive consumer brand preferences.

**(Rijal, 2013.[6])** studied the criteria that student preferred on brand while purchasing a mobile phone. In a study technical criteria and economic criteria play a very important role to prefer brand and internet and friends are the main two source from where they get information about the branded mobile phones.

**Das (as cited in Sata, 2013.[7])** conducted an empirical research based on survey method. According to the study, a handset of reputed brand, smart appearance, and with advanced value added features, pleasure ability and usability is the choice of young consumers, female in gender-group, post-graduates in level of education-group, students in occupational group, urban residents in the geographical area group plays most prominent role in buying decision of a mobile handset.

(Singh, 2012.[8]) conducted a study to identify the customer preferences towards various mobile phones handsets in Punjab. In order to cope up with the research purpose, primary data was collected and analyzed which showed that Price Consciousness, Multimedia options, Features and Looks and Brand and Image were the four factors significant in influencing the purchase behavior of mobile phones.

(Liao, Yu-Jui. 2012[9]) investigated the determinants in smart phone purchases and identified the market segmentation of smart phone. The result of the study shows that when buying a smart phone, a consumer who considers that product design and integration of hardware and software are important and that the convenience of transferring files or media display are not important would choose Apple's iPhone.

### **1.3 Statement of the problem:**

A lot of brands of Mobile Phone are available in the market. But the consumers prefer a particular brand of Mobile Phone. In the modern business world, due to the development of science and technology, many new brands have been introduced in the market every year. The technological innovation in mobile phone technologies the products are created beyond what consumer needs and wants, there are large number of manufactures are producing and selling different variety of mobile phones and models into the mobile phones and models into the mobile market. In today's world nothing is permanent except changes We are now a days witnessing changes in all aspects of today world. It is said that necessity is the mother of invention. In the often-day, there were a lot of unsophisticated way and means of communication like birds, messenger, postal mail, etc. Today is the era of communication as innovative and novel means of communication came into existence. Traditional way of mailing has been replaced to certain extent by e-mail and landline is being replaced by cell phones. It is reported that after the invention and introduction of cell phones the rate of surrounding landline is at a decreasing rate and the number of users of mobile phones is increasing even day by day. Now, the usage of cell phones is not restricted to urban area and educated youth only.

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Therefore, it is attempted to study the consumer preference on mobile phones in Lunglei town, Mizoram.

#### **1.4 Objective of the project**

1. To study the socio-economic background of the respondents.
2. To analyze the factors influencing the purchase decision of mobile phone among the respondents.

#### **1.5 Research Methodology**

The objective of the present study is to identify the factors influencing the customers purchase decision of mobile handset in Lunglei town, Mizoram. Mizoram is a small state located in North East India, having a total area of 21,078 square kilometres and situated between Myanmar and Bangladesh. Lunglei is the second largest district in terms of population in Mizoram. For the purpose of the study, 30 sample (8 male and 22 female) were selected from Lunglei town by random sampling method. Primary data were collected by administering a structured questionnaire which is designed from the literature review. To identify the factors influencing the purchase decision, six (6) attributes/factors such as brand name, external appearance, features, price, durability, after sales service were used. The survey was conducted in the month of March, 2024. Secondary data were collected from books, journals and websites.

## **1.6 Limitation of the project**

- Analysis is completely based on the responses of the respondents and hence may give biased or false information than the actual data.
- Time period is short and resource constraints.
- The study is based on the prevailing customer's satisfaction. But the customer's satisfaction may change according to time, technology, fashion, development etc.

## **1.7 Chapterisation**

The present study is organized in the following chapters-

### **I. Introduction**

1.1 Conceptual Framework

1.2 Literature Review

1.3 Statement of the Problem

1.4 Objective of the Project

1.5 Research Methodology

1.6 Limitations of the Project

1.7 Chapter Plan

II. Analysis and Interpretation

III. Result and Discussion

IV. Conclusion and suggestion

**CHAPTER – II**  
**DATA ANALYSIS & INTERPRETATION**



## CHAPTER – II

### DATA ANALYSIS & INTERPRETATION

This chapter gives the analysis of consumer preference on mobile phone. This chapter also includes the socio-economic background of the respondents such as gender, age, education, and monthly family income

#### 2.1 Socio-economic Background

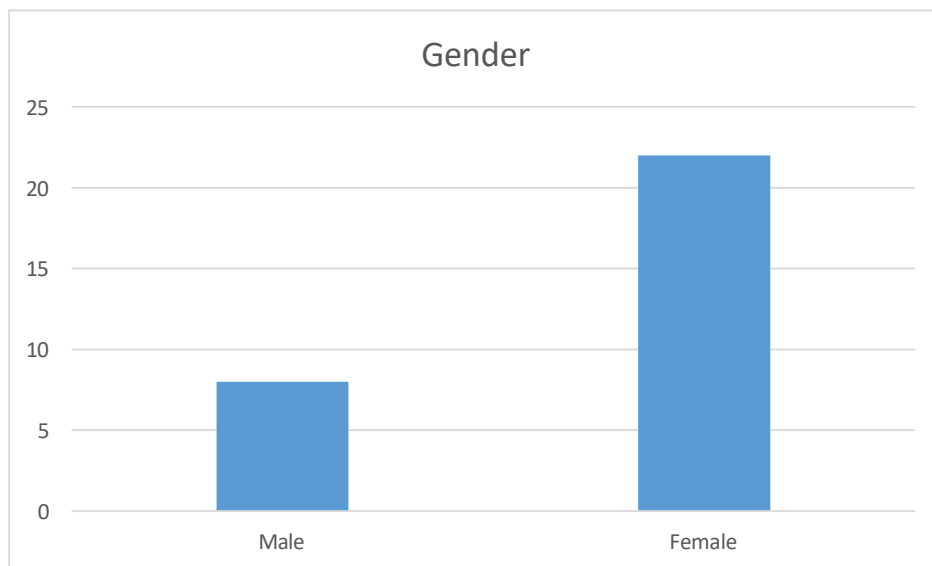
This section gives the socio-economic background of the respondents.

##### 2.1.1 Gender

Table 2.1 shows the gender of the respondents. 27% of the respondents are male and 73% of the respondents are female.

**Table 2.1**

<b>Gender of Respondent</b>	<b>No of Respondents</b>	<b>Percentage</b>
Male	8	27
Female	22	73

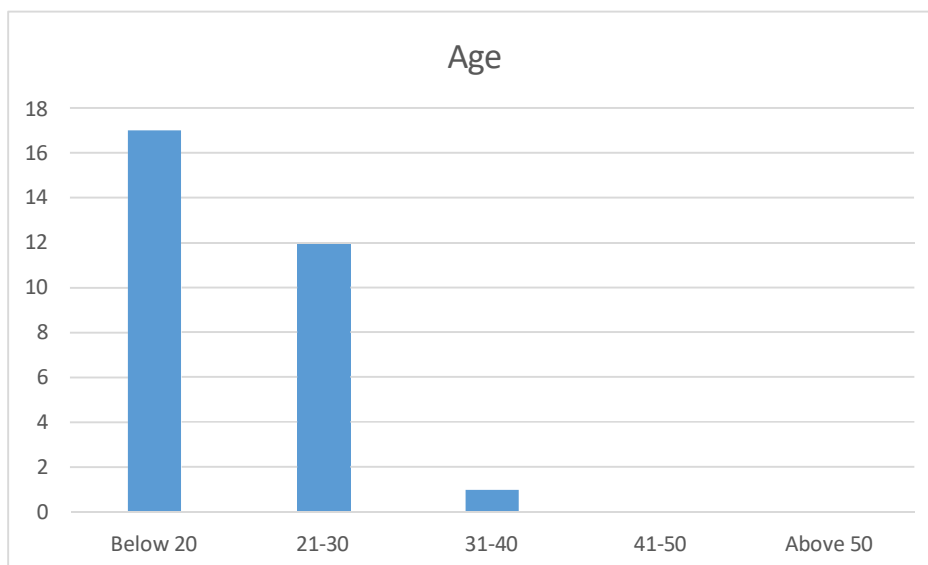


### 2.1.2 Age

Table 2.2 indicates the age of the respondents. Out of the total respondents, 57% of the respondents are in the age of below 20, 40% of the respondents are in the age group of 21-30 and 3% are 31-40

**Table 2.2**

<b>Age of the Respondent</b>	<b>No of the Respondents</b>	<b>Percentage</b>
Below 20	17	57
21-30	12	40
31-40	1	3
41-50	-	-
Above 50	-	-



### 2.1.3 Educational Qualification

Table 2.3

Education Qualification of the Respondent	No of the Respondents	Percentage
Below HSLC	1	3
HSLC	1	3
HSSLC	19	64
Graduate	6	20
Post Graduate	3	10

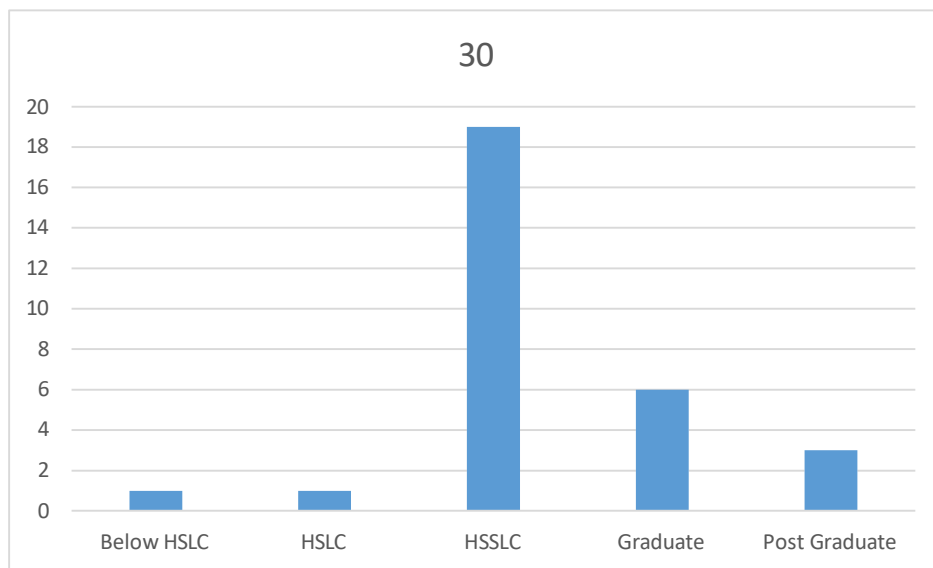
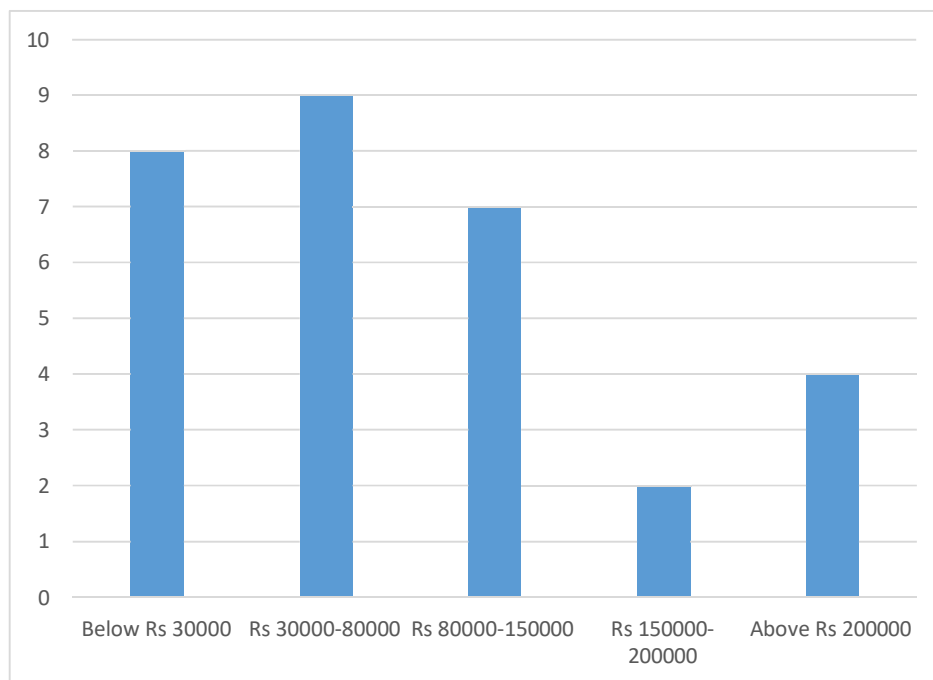


Table 2.3 indicated the educational qualification of the respondents. Out of the total respondents 64% of the respondents are HSSLC, and 20% are graduate, and 10% are post graduate, and 3% are HSLC, and 3% are below HSLC.

### 2.1.4 Family monthly Income

Table 2.4

Monthly Family Income of the Respondent	No of the Respondents	Percentage
Below Rs 30000	8	27
Rs 30000-80000	9	30
Rs 80000-150000	7	23
Rs 150000-200000	2	6
Above Rs 200000	4	14



**Note: Figures in the parenthesis are percentage**

**Sources: Field study**

Out of the total respondents,30% of the respondents' family monthly income between Rs. 30,000-80,000, followed by 27% respondents' family have monthly income below Rs 30,000, and 23% respondents' family have monthly income between Rs 80,000-1,50,000, and 14% respondents' family have monthly income above Rs2,00,000, and 6% respondents' family have income between Rs 1,50,000- 2,00,000.

**2.2 Consumer preference on mobile phone**

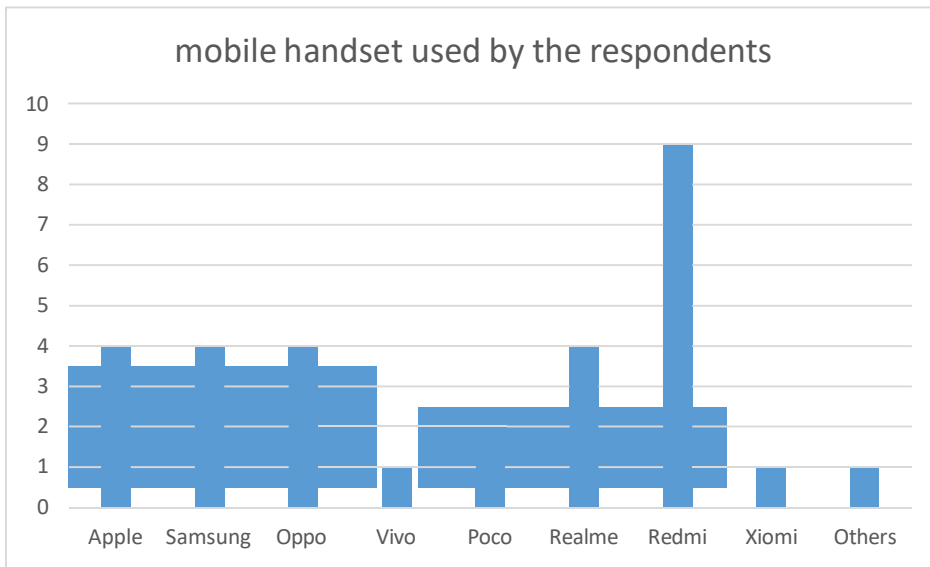
This section gives the consumer preference on mobile phone.

**2.2.1 Phone Brand**

Table 2.5 gives the mobile phone brand used by the respondents. 30% used redmi, 14% each used Apple, Samsung, Oppo and Realme 6% of the respondent used Poco.3% each used Vivo, Xiaomi and other company.

**Table 2.5**

<b>Mobile phone of the Respondent</b>	<b>No of the Respondents</b>	<b>Percentage</b>
Apple	4	14
Samsung	4	14
Oppo	4	14
Vivo	1	3
Poco	2	6
Realme	4	13
Redmi	9	30
Xiomi	1	3
Others	1	3



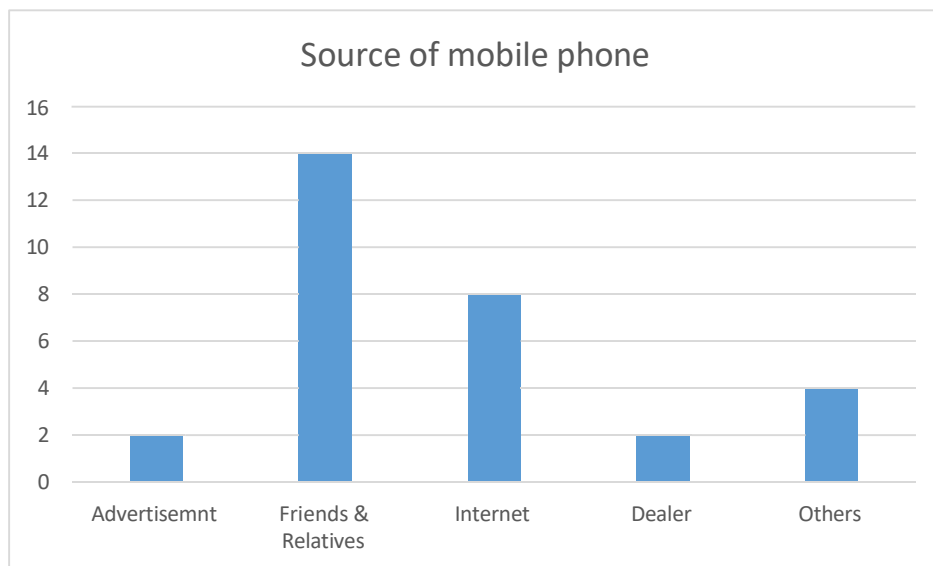
**Note : Figures in parentheses are percentage**

**Source : Field study.**

### 2.2.2 Source of Phones

Table 2.6

Source of Phone of Correspondent	No of the Respondents	Percentage
Advertisement	2	7
Friends & Relatives	14	47
Internet	8	26
Dealer	2	7
Others	4	13



**Note:** Figures parentheses are percentage

**Sources:** Field study

Out of the total respondents, 47% of the respondents are getting information from the friends/ relatives, 26% of the respondents are getting information from their internet, 13% of the respondents are acquiring information from other. 7% are from the dealer and 7% are getting information from advertisement.

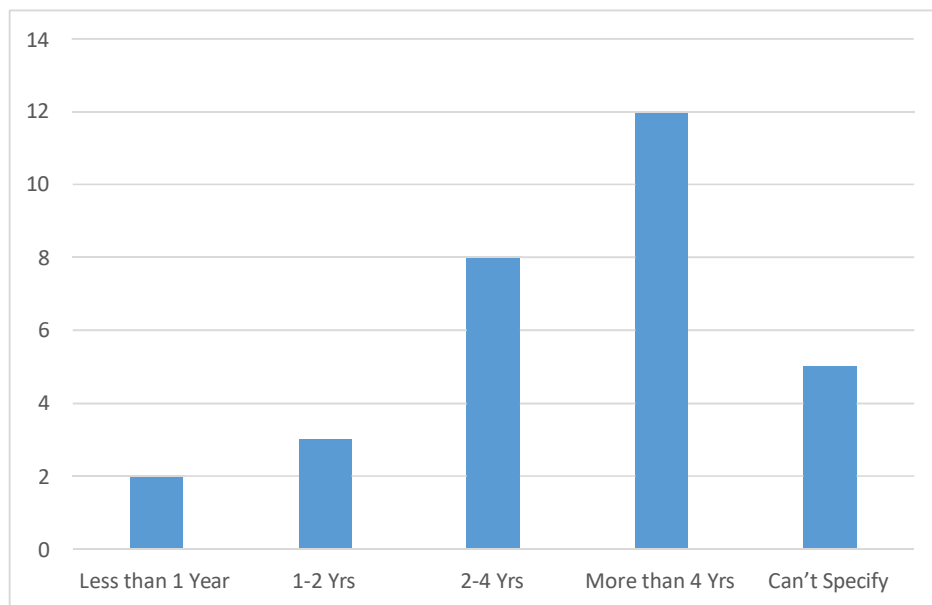
### 2.2.3 Years of phone used

Table.2.7

Years used of phones of Correspondent	No of the Respondents	Percentage
Less than 1 Year	2	7
1-2 Yrs	3	10
2-4 Yrs	8	27
More than 4 Yrs	12	40
Can't Specify	5	16

**Note:** Figures in parentheses are percentage

**Sources:** Field study





Out of the total respondents,40% of the respondents are using more than 4 years and 27% of the respondents are using 2-4 years,16% of the respondent cannot say about it.10% of the respondents are using their mobile phone 1-2 years. Meanwhile 7% of the respondents are using less than 1 years.

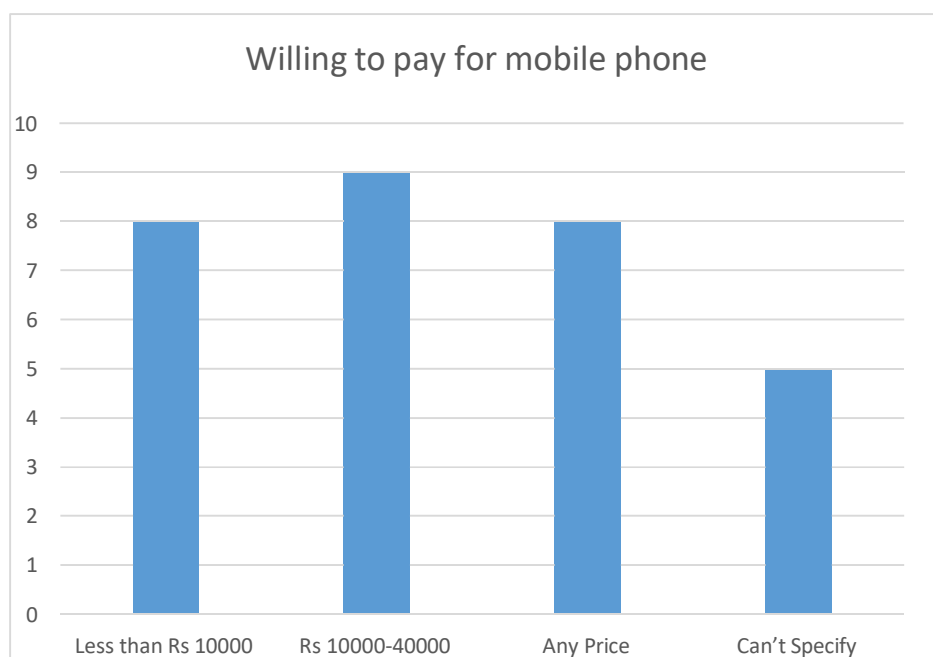
#### 2.2.4 Price willing to pay for phones

**Table 2.8**

Price willing to pay for phones by Correspondent	No of the Respondents	Percentage
Less than Rs 10000	8	27
Rs 10000-40000	9	30
Any Price	8	27
Can't Specify	5	16

**Note: Figures in parentheses are percentage.**

**Sources: Field study**



Out of the respondents,30% of the respondents are willing to pay between Rs 20,001-40,000, and 27% of the respondents are willing to pay less than 10,000, and also 27% are in the group of any amount,16% of the respondents can't say about it.

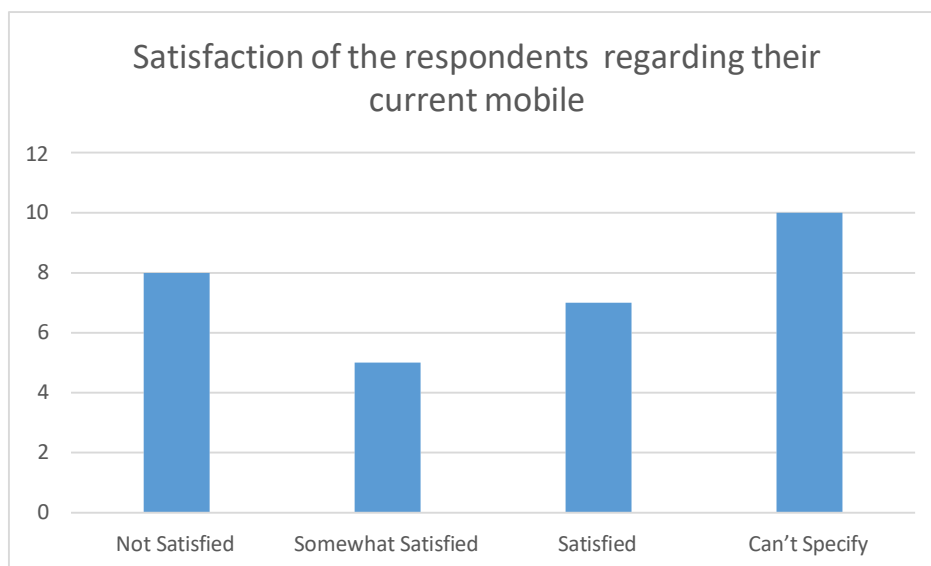
### 2.2.5 Satisfactory level

**Table 2.9**

Satisfactory level of Correspondent	No of the Respondents	Percentage
Not Satisfied	8	27
Somewhat Satisfied	5	17
Satisfied	7	23
Can't Specify	10	33

**Note: Figures in parentheses are percentages**

**Source: Field study**

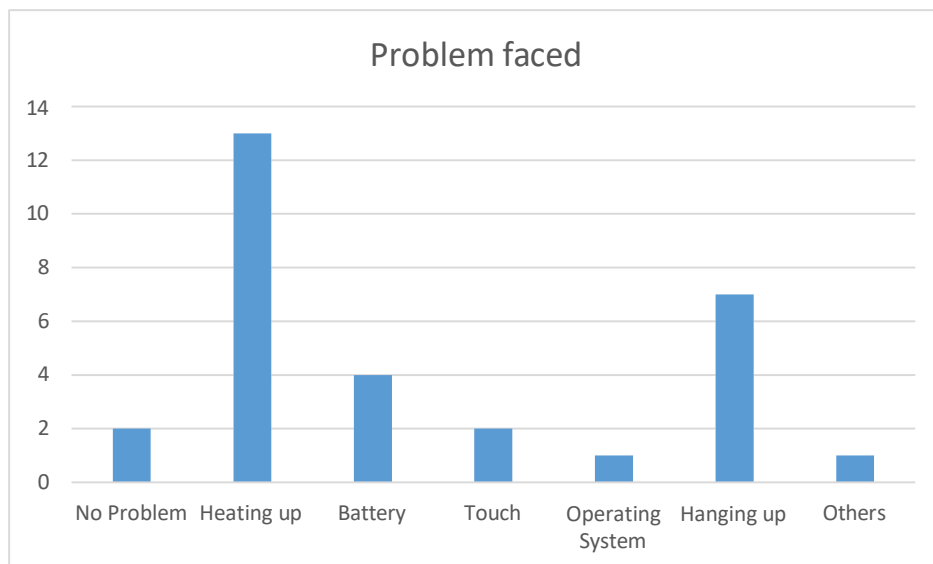


Out of the total respondents, 27% are in the group of not satisfied . 23% of the respondents are satisfied and also 23% of the respondents are in the group of can't say. Only 17% of the respondents are in the group of somewhat satisfied.

### 2.2.6 Problem faced

**Table 2.10**

<b>Problem faced by Correspondent</b>	<b>No of the Respondents</b>	<b>Percentage</b>
No Problem	2	7
Heating up	13	43
Battery	4	13
Touch	2	7
Operating System	1	3
Hanging up	7	24
Others	1	3



Out of the total respondents, 43% are in the group of heating up problem, and 24% of the respondents are facing hanging up, 13% of the respondents are group of battery problem. 7% of the respondents are in the group of not having any problem, 7% of the respondents are having touch problem, 3% are in the group of operating system problem, and 3% of the respondents are having other problem.

**CHAPTER – 3**  
**FINDINGS & DISCUSSION**

**CHAPTER – 3**  
**FINDINGS & DISCUSSION**

1. 27% of the respondents are male and 73% of the respondents are female.
2. Out of the total respondents, 57% of the respondents are in the age of below 20, 40% of the respondents are in the age group of 21-30 and 3% are 31-40
3. Out of the total respondents 64% of the respondents are HSSLC, and 20% are graduate, and 10% are post graduate, and 3% are HSLC, and 3% are below HSLC.
4. Out of the total respondents, 30% of the respondents' family monthly income between Rs. 30,000-80,000, followed by 27% respondents' family have monthly income below Rs 30,000, and 23% respondents' family have monthly income between Rs 80,000-1,50,000, and 14% respondents' family have monthly income above Rs2,00,000, and 6% respondents' family have income between Rs 1,50,000- 2,00,000.
5. 30% of the respondents used redmi, 14% each used Apple, Samsung, Oppo and Realme 6% of the respondent used Poco.3% each used Vivo, Xiaomi and other company.
6. Out of the total respondents, 47% of the respondents are getting information from the friends/ relatives, 26% of the respondents are getting information from their internet,13% of the respondents are acquiring information from other. 7% are from the dealer and 7% are getting information from advertisement.
7. Out of the total respondents,40% of the respondents are using more than 4 years and 27% of the respondents are using 2-4 years,16% of the respondent cannot say about it.10% of the respondents are using their mobile phone 1-2 years. Meanwhile 7% of the respondents are using less than 1 years.
8. Out of the respondents,30% of the respondents are willing to pay between Rs 20,001-40,000, and 27% of the respondents are willing to pay less than 10,000, and also 27% are in the group of any amount,16% of the respondents can't say about it.
9. Out of the total respondents, 27% are in the group of not satisfied . 23% of the respondents are satisfied and also 23% of the respondents are in the group of can't say. Only 17% of the respondents are in the group of somewhat satisfied

10. Out of the total respondents, 43% are in the group of heating up problem, and 24% of the respondents are facing hanging up, 13% of the respondents are group of battery problem. 7% of the respondents are in the group of not having any problem, 7% of the respondents are having touch problem, 3% are in the group of operating system problem, and 3% of the respondents are having other problem.

**CHAPTER – 4**  
**CONCLUSION & SUGGESTION**



## CHAPTER – 4

### CONCLUSION & SUGGESTION

#### **Conclusion**

Each mobile phone brand has its position on consumer mind and delivers a set of values perceived higher than those of other competing brands. A brand serve as an assurance to the consumers about product performance. Consumer prefer those brands which fulfill or out perform their requirements. From the study we can concluded most of the respondents are using Xiaomi brands of mobile phone as it the price is lower than most of the other brands of mobile phone. Most of the respondents get information regarding mobile phone from friends/relative, internet, advertisement etc. Most of the respondents preferred mobile phone which have a high durability, features and low price but good quality. The respondents change their mobile phone in between 2-4 years because of the new mobile phones are coming with the updated technologies and innovations. They are ready to spend 10,000-20,000 on mobile phones, which means they want the mobile phones with medium price and rage.

## **Suggestions**

- Durability, features, and low price influence the buying decision of the respondents. Therefore, the study suggested that the mobile phone manufacturing company should give importance to the above-mentioned factors such as durability, features, and low price to attract more customers which will increase sales volume in today's competitive market.
- More than 30% of the respondents are willing to pay below Rs. 10,000 for purchasing mobile phone. Only few respondents are afforded to buy high cost of mobile phone. Hence, it is recommended that the company should manufacture mobile phone which can be afford to buy by more people.
- It is found out that most of the respondents are using Apple, Samsung, Realme, Redmi, and Oppo brand. The study suggested that the marketers should sell the above-mentioned brands as more people choices are such brands.
- It is strongly recommended the company should focus on battery life, heating up, hanging up and operating system as the respondents faced the problems in battery, heating up of mobile phone, hanging up and operating system.

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## **APPENDIX (QUESTIONNAIRE)**

### **A STUDY OF CONSUMER PREFERENCE ON MOBILE PHONE IN LUNGLEI TOWN**

1. Gender of the respondents :
  - a) Male
  - b) Female
2. Age of the respondents :
  - a) 20 below
  - b) 21-30 years
  - c) 31-40 years
  - d) 40-50 years
  - e) 51 and above
3. Education qualification :
  - a) Below HSLC
  - b) HSLC
  - c) HSSLC
  - d) Graduate
  - e) Post Graduate
4. Monthly family income of the respondents :
  - a) Below 30,000
  - b) 30,000-80,000
  - c) 80,000-1,50,000
  - d) 1,50,000-2,00,000
  - e) Above 2,00,000

5. Which brands of mobile phone you are currently using?
  - a) Apple
  - b) Samsung
  - c) Oppo
  - d) Vivo
  - e) POCO
  - f) Realme
  - g) Redmi
  - h) Xiaomi
  - i) Other
6. What is the source of the brand of your current mobile phone?
  - a) Advertisement
  - b) Friends/Relatives
  - c) Internet
  - d) Dealer
  - e) Other
7. Time period of using mobile phone?
  - a) Less than 1 years
  - b) 1-2 years
  - c) More than 4 years
  - d) Can't say
8. The price the Consumer are willing to pay for mobile phones.
  - a) Less than 10,000
  - b) Rs. 20,001-Rs 40,000
  - c) Any money
  - d) Can't say
9. Are you satisfied with your current mobile phone brands?
  - a) Not satisfied
  - b) Somewhat satisfied
  - c) Satisfied
  - d) Can't say

10. What type of problems are you facing while using your current mobile phone?

- a) Not having any problem
- b) Heating up
- c) Battery problem
- d) Touch problem
- e) Operating system problem
- f) Hanging up
- g) Other