

# **CONSUMER BUYING PREFERENCES TOWARD THE MOBILE BRAND - Q- MOBILE**

**By**

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## Abstract

**Purpose:** This research study is performed with the objective to investigate the impact of consumer buying preferences toward the mobile brand focusing on the Q mobile brand. This study also aims to analyze the key factors that are responsible for the growth of the local brand i.e. Q mobile as compare to other brand in the market and mains reason of the brand to become the second largest selling brand in the country.

**Research Methodology:** This research study is quantitative in nature. In this research study primary data is used that is collected through primary data collection technique. In this research explanatory research approach is followed. In this research study the targeted population is the users of the mobile phones in Karachi and focused on the users of Q mobile to understand the effect of the selected variables, mentioned above, on the consumer buying behavior in local market. In this reference the sample size of 300 respondents are selected to collect the responses and analyze the research model. In this research study non-probabilistic random sampling technique i.e. convince sampling technique is employed. In this research study correlation analysis and regression technique are used analyze the primary collected data to determine the impact of independent variables including quality of the mobile set screen in terms of resolution, quality of the mobile set voice, range of functionality, nature of user interface, pricing policy of the different brands, durability of the mobile phone and finally the class or status consciousness of the Q mobile set on consumer buying behavior toward the Q mobile set in local market.

**Findings of the Research:** The findings of study clearly indicate that there is significant impact of difference in quality of screen resolution in Q-mobile and other brands on the sales of Q mobile. There is an insignificant impact of difference in quality of voice in Q-mobile and other brands on the sales of Q mobile is rejected at 5 percent level of significance. Similarly, it is also clearly evident that there is significant impact of difference in functionality of Q-mobile and other brands on the sales of Q mobile are rejected at 5 percent level of significance.

**Practical Implications:** This study helps to improve the price structure, brand appearance, brand variation s further attract the consumer attention toward the Q mobile phone.

**Keywords:** Buying Preference, consumer class



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