

EXECUTIVE SUMMARY

A STUDY ON CUSTOMER BUYING BEHAVIOUR OF MOBILE PHONES AT OXYGEN THE DIGITAL EXPERT, aims to discover the buying behaviour of mobile phones and reasons to customers buy phones from Oxygen. This study helped me to gain much knowledge about mobile phone industry and also help full to interact with customers. Offers, good customer service, past experience there are help full to increase sales.

As per the base of study customers are happy with Oxygen products & services and get value for money they have paid and hence should be maintained. Offers and customer caring are the highlight of Oxygen the Digital Expert.

The report consists with introduction to the industry and the company profile. Later portion of the report deals with the theoretical background of the work, data collection and explanation, findings and suggestions by studying the employees view about the motivation policy, collecting information about elements that has to be included in the motivational policy for work life balance and giving recommendation to the company for its improvement.