



Factors Affecting the Purchase Decision towards Mobile SIM Cards - An Empirical Study

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ABSTRACT:

Indian telecommunication industry plays a vital role in the industrial and economic development. Technology has reformed the life of people. There is continuous development in data transfer rates that supports superior delivery of voice data services. Telecommunications sector of India one of the fastest growing industry and is the 2nd largest in the world. Government and several private operators run their telephone services. Competition resulted in drop of call rates pan India. Indian rates for telecom services are most economical in the world. The success of initiatives of Government of India and liberalization in telecommunication sector has effected growth of the country. The main objective of the study is to find out the factors which are affecting the purchase decision of urban consumers towards the mobile services provided by various operators in West Bengal. The area chosen for the study is West Bengal, which comprises prominent urban areas namely Burdwan, Baharampur, Jalpaiguri, Kolkata and Medinipur. The researcher has adopted Two Stage Cluster Sampling Method to collect the data from the respondents. A well structured questionnaire has been designed & 300 respondents have been chosen from five subdivisions of West Bengal. To find out the result Structured Equation Modeling (SEM) has been used with help of AMOS software. The result reveals that promotional factors, service related factors, price related factors and Influenced by Family Members & others are positively influencing the purchase intention of urban consumers whereas purchase intention is affecting the purchase decision. It is also evident from the research that service related factors are more important compare to other factors.

KEYWORDS: CFA, SEM, Simple Random, urbanites, NTP