



Factors Influencing Customer’s Buying Decisions on Mobile Phone Buyers: A Study on Bijapur City, India

Akash C.Mathapati

Assistant Professor, Department of Management Studies
Dr.P G Halakatti College of Engineering, Vijayapura

Dr.K Vidyavati

Professor, MBA Department, Sahyadri College of Engineering & Management, Mangaluru

Abstract

The mobile phone has turned out to be a basic necessity in today world with multi-tasking ability based on user’s convenience and need. With staggering increase in mobile phone usage in India in recent years, people consider various factors before the purchase decision. This study is an effort to uncover the underlying factors that might affect customers in purchasing a mobile phone. Data were collected from those people those who live in Bijapur city maintaining equal ratios of various groups like male, female, businessmen, employees, students and others (housewives). To choose desired respondents, convenient sampling method was used. A structured questionnaire was designed based on the previous study with five points Likert scale was used to get responses. Factor analysis was used to elicit the underlying factors that affect a mobile phone purchasing decision. The results show that the most important factor are physical attributes, pricing, battery life and service facilities, size and weight, friends and social group recommendations and advertising

Keywords

Buying Behaviour , Purchasing Decisions, Mobile Phone, Consumer Choice, physical attribute