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Consumer Behavior towards Buying of Smart Phone A Case of Jinnah University for Women

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Abstract:

The purpose of this study is to find out the factors influencing the consumer buying behavior towards mobile phones in Jinnah University for Women. To accomplish the purpose of the study, a sample of 120 respondents. Both primary and secondary data were collected and analyzed. Moreover, five independent factors, i.e. price, product features, brand image, durability and after sales services were taken into account and examined through the use of correlation, multiple regression analysis and reliability test. From the analysis, it was known that durability was the main factor that influence consumer buying behavior followed by price as the most important variable among all and it also enforce the consumer to select a mobile phone from substitute brands. The study suggested that the mobile phone sellers should consider the above mentioned factors to improve their brand image in the consumer's mind. The finding of the study shows all independent variables such as price, durability, after sale service and features have an influence on dependent variable which is consumer buying behaviours towards mobile phones and except brand image has not an influence on dependent variable which is consumer buying behaviours towards mobile phones.

Keywords: Consumer buying behavior, price, features, durability, brand image and after sales services

1. Introduction

In Pakistan, people are found more intense towards change of their mobile phones (especially students) as compare to other countries. Telecommunication industry has covered a big percentage in our economy and is getting wider day by day. Due to tough competition in this industry, people get a wide range of brands and faces problem in selecting a particular one. When system of mobile communication service came up Globally, it made a huge impact on mobile phone industry.

In current market, producers and investors are constantly finding their way towards new and additional competitive edges differentiating elements to persuade consumers to select their brand instead of a competitor's. There are various studies conducted to identify factors that make companies better and innovative as compare to their competitors in influencing the customers purchase decision. Consumers of mobile phone found throughout the country greatly influenced by those different factors affecting mobile phones purchase decision.

2. Problem Statement

In this world, not a single thing is permanent. Everything has an end, as we witness change around us. It was heard that necessities are the mother of invention, in often days, there were lots of unworldly ways of communication and now this era of communication has innovative means of communication. Previous research studies state that the consumer switching over behaviour is highly dependent on the cause-effect relationship. the multiple causes like consumer demographics search, marketing offers, economic conditions, previous experience and type of consumer needs are reflecting their effects in curve of switching consumer behaviours. This research further range over the relationship between consumer choice and the factors that cause purchasing of mobile phones.

3. Objective of the Study

The main objectives of this study are to determine the consumer behavior towards purchasing mobile phone; This study tells how consumer attract and influenced by some factors. Consumer behavior of consumers is depending on their internal and external environments which show the attributes of phones. In thus study our main object is to elaborate how consumer influenced by their price, brand image, features, durability and after sales. We can also discuss the how technologies and innovations can change their world.

4. Significance of the Study

As a mobile phone market is growing quickly and understanding of the consumer behavior concerning to the attributes of mobile phone, which effects the buying behavior of consumer. This research is significant for many industries which brings changes in real life, which is related to smart phone it can also changes in the marketing strategy and marketing mix for increasing sales. In addition to, this research is very fruitful and plays a vital role for those students and future researchers.

5. Literature Review

Jagwinder Singh, (2010) identified the prime goal of the study was to comprehend the variety in the significance given by distinctive age and gender gatherings to select the variables while purchasing versatile handsets. The study infers that the versatile handset clients of age gathering of 18-30 years are less value touchy than shoppers of different gatherings; rather they consider 'physical appearance', 'brand', 'quality included elements', and 'center specialized highlights' more imperative than clients of whatever other age bunches. Despite what might be expected, the buyers of age gathering 50 years or more have given more noteworthy significance to "cost" than buyers of other age bunches. There were huge contrasts between distinctive age bunches as respects to the significance given to every one of the components aside from 'post - buy administrations'. The distinction was most noteworthy for the "brand" firmly took after by 'center specialized highlights' of the handset. Gender contrasts have likewise existed for these elements.

Miniard, & Engel, (2006) The conception of consumer behavior in marketing towards the products is sometimes favorable and unfavorable of any business. We are also studying consumer behavior is that consumer is doing a main role of organizations success or failure. Consumer behavior is a procedures and operation in which inclusive choose by individuals or groups, how to use product services, dispose or use of products, plan, intention, goal and experiences.

(Mokhlis and Yaakop (2012) Our main focus is consumer behavior influencing by some factors; design, durability, brand, price and after-sales. We found that new service and technical updating factor more effective way to change the mobile phones or making differences between brands. We all know that consumers are those who buy mobile phones for consumption or for others. We study that to understand the consumer behavior toward the mobile phone is what is the main purpose of buy a mobile phone, when they need it, how the use it in all that. Through this study we find out two factors; individual and environmental factors which influence to taking decision when you buying a mobile phone. We are elongating the individual factor is that you are taking decision which comes from your motivational level, perceptions, choices, personality, demographics, beliefs and life styles. The environmental factor is completely opposite to individual factor.

(Ling, Hwang and Salvendy (2007) We all know that mobile phones are more important thing nowadays basically it's become a need not a want because the frequently changes of technologies. Frequently growing demand of mobile phones has generated a murmur in the world. People have become crazy about mobile phones they want change and change we can say that everyone wants change because this generation get bored use same things, same features in all that. Mobile phones now a day are called Smart phone which have a high quality touch screen, best camera lenses, features, design, browsing internet. People are most interested and involved in social media they want access social media everywhere easily in phones, they don't want to switch on the computer and update their status its time consuming and this is not only for that, it can help business world to enhance their ability and expand their business, it can easily access internet and receiving email and reply quickly. Mobile phone also consider a time pass system when you in a traffic, waiting for someone and nothing to do or people are getting bored they their system and playing games. Usually children more attracted they become entertainment for them as well as younger.

(Singh and Goyal 2009) In the new recent time, all mobile phones have a various feature which led the modernization in the world. Every brand changing their formulas and system to development the new features of mobile phones which attract to the customer because as we study consumer want more new things which can make differ from others.

(Singla and Bansal (2011) Also innovation and demand of mobile phones boost up the market of mobile phone because all the brands work with high technologies and being a competitor they change the function and implementation on it on time. All brand companies releasing their handsets on market day by day with improvement and target the customer towards because the focusing on delivering their products day by day with lots of changes in mobile phone. Through this study we also find youngest people most attracted to product just because of features, result, physical appearance and brand rather than price because this thing in mobile phones as a became a symbol of status. If we talk about student what they prefer; they prefer high quality features which provide everything on a time. The Students also attracted by mobile phones features which leading feature is camera and browsing.

(Gerstheimer and Lupp, 2004) Many years ago, Common man can't imagine about this technology which become a necessary in life. Everyone wants to share their thoughts and quotes in social media as well as personal usage of mobile phone is also in a peak every single man changes their and talk to other what they want to say either he or she out of the house, in driving, working and all that. Mobile phone devices also become a security because they provide browsing e.g. if anyone in a trouble they don't found an accurate address so, he or she can get accurate result through GPSS. Family member also feel confidence when their one of the member outside the house whatever wherever they can communicate with him or his get know about either when he come or fine.

Consumer Perceptions of Mobile Phone Marketing: A Direct Marketing Innovation",

Direct Marketing: An International Journal, Vol. 3 Iss 2 Pp. 124 – 138. The reason for this paper is to introduce the discoveries of a late study which investigated shopper view of mobile phone advertising. Through the utilization of develops adjusted from customary advancement and item contribution explore, the study analyzed how a buyer's impression of the relative favorable circumstances, similarity and many-sided quality connected with mobile phone promoting, and their inclusion with their mobile phone, impacted their expectation to acknowledge the showcasing of correspondence sent by mean of this station. A deductive, quantitative examination methodology was embraced, where information was gathered utilizing a self-finished survey directed to a specimen of 254 college

understudies. The investigation uncovered that a purchaser's view of two of the three development characteristics tried (relative point of preference and similarity) were fundamentally connected with their acknowledgment (or selection) of advertising messages sent by means of their mobile phone. In any case, a marginally weaker relationship between a shopper's level of association with their mobile phone and their selection of mobile phone advertising was found. This exploration furnishes organizations with imperative bits of knowledge into the elements that may support or stop customer acknowledgment of this new type of direct promoting. The estimation of this study gets from its novel utilization of a built up development system, joined with an evaluation of item contribution, to look at customer view of mobile phone advertising.

Mesay Sata (2013), Consumer Buying Behavior of Mobile Phone. The motivation behind this study is to examine the components influencing the choice of purchasing mobile phone gadgets in Hawassa town. So as to perform the goals of the study, a specimen of 246 shoppers were taken by utilizing straightforward irregular examining procedure. Both essential and optional information were investigated. In addition, six imperative variables i.e. value, social gathering, item components, brand name, toughness and after deals administrations were chosen and investigated through the utilization of connection and numerous relapses examination. From the investigation, it was clear that customer's worth cost took after by mobile phone highlights as the most essential variable among all and it additionally went about as a motivational power that impacts them to go for a mobile phone buy choice. The study proposed that the cell telephone vendors ought to consider the aforementioned variables to liken the open door. The relationship between six elements i.e. value, social impact, toughness, brand, item highlights and after deals administration with the choice to purchase a mobile phone gadget. In like manner, all components have a positive and noteworthy association with the choice to purchase a mobile phone.

6. Conceptual Framework

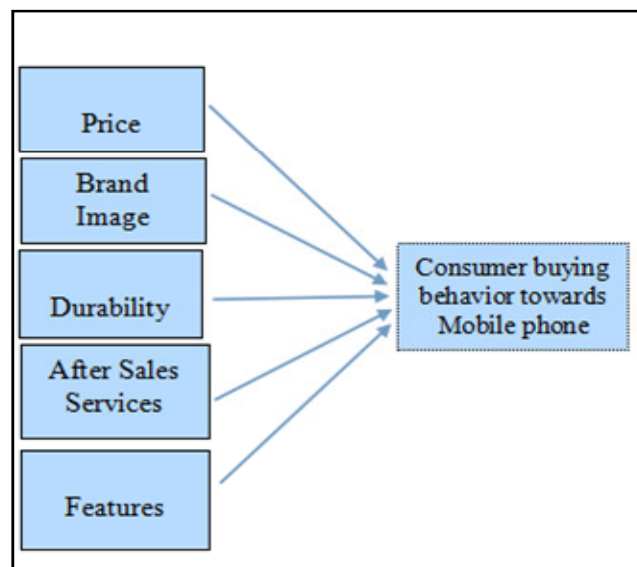


Figure 1

7. Variable Description

7.1. Features

The feature of product is defined as characteristics of product which meet the expectation level of consumer wants and needs, its wrapped up the usage of product. Kotler et al. (2007). This factor is influencing the customer to take decision for buying because technologies changes in feature is provide the consumer value towards its. Saif (2012).

7.2. Brand Image

The brand image plays a vital role to influence consumer decision making to purchase a mobile phone. Most of the company which have a known brand which creative a competitive advantage. Brand image has positive relationship between consumer buying behaviors. Mei, Dean and White, (1999)

7.3. Price

The price has been analyzing as an analytical factor effecting on the choice of mobile phones buying behavior because price charging depends on the product quality. Now a day's frequent changes of technology also effected on frequent changes on price because price decreasing when new product introduce in market and past one is a big opportunity to the consumer who can attract with low price as compare to that with good quality and brand image as well as design. Kabadayi, et al., (2007); Calyk and FigenErsoy, (2008)

7.4. Durability

The durability factor influenced consumers towards the mobile phone brand reliability and durability which depend on the usage of product. Most of the people buy mobile phones just because of its create user friendliness comes from durability. Eric and Bright (2008)

7.5. After Sales

The after sales service factor is playing a most important role in this new world, after sales developing consumer retention and loyalty. After sales services create differentiating and competitive advantages with other brands. This factor influencing the consumer buying mobile phone and create positive relationship between consumers and after sales services. People buying mobile phone of those brands which have an after sales service because of the frequently changes of technologies so, consumer go for it factor. Armisted and Clark (1990)

8. Research Questions

Our research mainly consists on the following main questions.

- Does the price of a mobile phone play a vital role in consumer purchase decision?
- Are big screen, camera, internet access and other features attracts the consumer most in buying of a mobile phone?
- Does the brand image influence on customers in selecting the mobile phones?
- Do customers compromise over durability when they purchase a mobile phones?
- Do after sales services have an impact on consumer behavior in choosing the best alternative among different mobile phones?

9. Hypotheses

On the basis of above research questions, we have developed following hypotheses

- H1: Price has an effect on consumer's mobile phone buying decision.
- H2: Features of the mobile phones have an influence on consumer's buying decision.
- H3: Brand Image has an effect on consumer buying behavior towards mobile phone.
- H4 : Durability has an influence on consumers' mobile phone buying decision.
- H5: After sales services have an influence on consumer's buying decision.

10. Methodology of Research

This study was conducted to know the factors affect peoples' decisions on mobile phone purchasing. Primary and secondary data were collected from appropriate sources for collecting data. Multiple regression and coefficient were applied with SPSS for data analysis.

10.1. Research Methodology

The primary methods of data collection used by questionnaire to collect the data required. The convenient sampling technique used for data collection. The close-ended questionnaire was used and sample size is 120 for the study.

10.2. Research Design

“A research design is the structure of conditions for collection and investigation of data in a way that aims to combine relevance to the research purpose with economy in procedure”

10.3. Descriptive Research

Descriptive research is designed to describe something, such as demographic characteristics, attitude, lifestyle etc of consumers who use the products. It deals with determining the frequency with which something occurs or how two variables vary with each other.

10.4. Sample Size

The study was conducted towards female university students that are Mobile Phone users. The size of the population is 120 and the survey was conducted in Karachi city.

10.5. Data Collection

To achieve the objective of the study, the primary data have been collected through an open - ended questionnaire. The questionnaire helped to gather information related to customer's decision making and observations (satisfaction). The secondary data means already available data related to the topic. It was collected through books, library, web etc.

11. Result

11.1. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.714	6

Table 1

The above tables show the test results of the reliability analysis. The value of Cronbach's Alpha is given by 0.714; the number of items in the data set is 6. The value associated with alpha is said to be good and the conclusion drawn from this data is reliable to understand and forecast.

11.2. Multiple Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389 ^a	.152	.115	.50167
a. Predictors: (Constant), After Sales Total, Durability Total, Features Total, brand Image Total, Price total				

Table 2

This table gives the R-value which represents the co-relation between the observed value and predicted value of the independent variables. Here the value of R-square is 0.152 that means the dependent variable of model can be predicted 15.2% of the variance is independent variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.175	5	1.035	4.112	.002 ^b
	Residual	28.942	115	0.252		
	Total	34.117	120			
a. Dependent Variable: Consumer buying behavior total						
b. Predictors: (Constant), After Sales Total, Durability Total, Features Total, Brand Image Total, Price total						

Table 3

The above table gives the test results in three rows. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 4.112 and the p-value is given by 0.002 which is less than 0.05.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.508	.405		6.196	.000
	Price total	.100	.084	.120	1.195	.235
	Features Total	.066	.085	.076	.778	.438
	Brand Image Total	.005	.064	.008	.084	.933
	Durability Total	.252	.087	.277	2.911	.004
	After Sales Total	.021	.070	.032	.302	.763
a. Dependent Variable: Consumer buying behavior total						

Table 4

The above table gives the regression coefficients and related statistics for model 1. These regression coefficients and constant can be used to construct an ordinary least squares (OLS) equation and also to test the hypothesis of the independent variable. Using the regression coefficient and the constant term given under the column labeled B; one can construct the OLS equation for predicting the consumer buying behavior towards mobile phone model 1 i.e.

$$\text{Model 1 CBT} = 2.508 + (0.100) (PT) + (0.066) (FT) + (0.005) (BIT) + (0.252) (DT) + (0.021) (AST)$$

11.3. Hypotheses

- Hypothesis 1: Price has an effect on consumer's mobile phone buying decision.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.268 ^a	.072	.064	.51587
a. Predictors: (Constant), Price total				

Table 5

This table gives us the R-value, which represents the correlation between the observed values and predicted values of the dependent variable. R-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.072 that means the independent variable in the model can predict 7.2% of the variance in dependent variable.

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	2.449	1	2.449	9.201	.003 ^b
	Residual	31.668	119	.266		
	Total	34.117	120			
a. Dependent Variable: Consumer buying behavior total						
b. Predictors: (Constant), Price total						

Table 6

The above table gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 9.201 and the p-value is given by 0.003 which is less than 0.05, so we accept H1 hypothesis and conclude that the price has an impact on consumer buying behavior.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.412	.277		12.303	.000
	Price total	.223	.074	.268	3.033	.003
a. Dependent Variable: Consumer buying behavior total						

Table 7

The above table gives the regression constant and coefficient and their significance. Now we test our hypothesis, we see that the p-value for regression coefficient of Price is given by 0.003, which is less than 0.05, so we accept our H1 hypothesis.

- Hypothesis: 2 Features of the mobile phones have an influence on consumer's buying decision.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.197 ^a	.039	.031	.52496
a. Predictors: (Constant), Features Total				

Table 8

This table gives us the R-value, which represents the correlation between the observed values and predicted values of the dependent variable. R-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.039 that means the independent variable in the model can predict 3.9% of the variance in dependent variable.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.323	1	1.323	4.799	.030 ^b
	Residual	32.794	119	.276		
	Total	34.117	120			
a. Dependent Variable: Consumer buying behavior total						

Table 9

The above table gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 4.799 and the p-value is given by 0.030 which is less than 0.05, so we reject our null hypothesis and conclude that the features do not have impact on consumer buying behavior in mobile phones.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.561	0.314		11.334	0
	Features Total	0.171	0.078	0.197	2.191	0.03
a. Dependent Variable: Consumer buying behavior total						

Table 10

The above table gives the regression constant and coefficient and their significance. Now we test our hypothesis, we see that the p-value for regression coefficient of Features is given by 0.030, which is less than 0.05, so we can accept H2 hypothesis.

- Hypothesis:3 Brand Image has an effect on consumer buying behavior towards mobile phone.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.143 ^a	.020	.012	.52992
a. Predictors: (Constant), Brand Image Total				

Table 11

This table gives us the R-value, which represents the correlation between the observed values and predicted values of the dependent variable. R-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.02 that means the independent variable in the model can predict 2% of the variance in dependent variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.699	1	.699	2.490	.117 ^b
	Residual	33.418	119	.281		
	Total	34.117	120			
a. Dependent Variable: Consumer buying behavior total						
b. Predictors: (Constant), Brand Image Total						

Table 12

The above table gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 2.490 and the p-value is given by 0.117 which is greater than 0.05, so we reject our H3 hypothesis.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.925	.206		19.016	.000
	Brand Image Total	.094	.060	.143	1.578	.117
a. Dependent Variable: Consumer buying behavior total						

Table 13

The above table gives the regression constant and coefficient and their significance. Now we test our hypothesis, we see that the p-value for regression coefficient of Brand image is given by 0.117, which is greater than 0.05, so we can reject our H3 hypothesis.

- Hypothesis: 4 Durability has an influence on consumers' mobile phone buying decision.

Model Summary				
Hypothesis 4 ; Durability ---→ Consumer behavior				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351 ^a	.123	.116	.50129
a. Predictors: (Constant), Durability Total				

Table 14

This table gives us the R-value, which represents the correlation between the observed values and predicted values of the dependent variable. R-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.123 that means the independent variable in the model can predict 12.3% of the variance in dependent variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.213	1	4.213	16.763	.000 ^b
	Residual	29.904	119	.251		
	Total	34.117	120			
a. Dependent Variable: Consumer buying behavior total						
b. Predictors: (Constant), Durability Total						

Table 15

The above table gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 16.763 and the p-value is given by 0.000 which is less than 0.05, so we accept our hypothesis and conclude that the durability has a significant impact on consumer buying behavior.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.974	.313		9.504	.000
	Durability Total	.321	.078	.351	4.094	.000
a. Dependent Variable: Consumer buying behavior total						

Table 16

The above table gives the regression constant and coefficient and their significance. Now we test our hypothesis, we see that the p-value for regression coefficient of Durability is given by 0.000, which is less than 0.05, so we accept our H4 hypothesis.

- Hypothesis 5: After sales services have an influence on consumer's buying decision.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.194 ^a	.038	.029	.52528
a. Predictors: (Constant), After Sales Total				

Table 17

This table gives us the R-value, which represents the correlation between the observed values and predicted values of the dependent variable. R-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.038 that means the independent variable in the model can predict 3.8% of the variance in dependent variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean	F	Sig.
1	Regression	1.282	1	1.282	4.647	.033 ^b
	Residual	32.834	119	.276		
	Total	34.117	120			
a. Dependent Variable: Consumer buying behavior total						
b. Predictors: (Constant), After Sales Total						

Table 18

The above table gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 4.647 and the p-value is given by 0.033 which is less than 0.05, so we accept our hypothesis and we can conclude this after sales service has significant influence on consumer buying behaviour.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.735	.240		15.558	.000
	After Sales Total	.129	.060	.194	2.156	.033
a. Dependent Variable: Consumer buying behavior total						

Table 19

The above table gives the regression constant and coefficient and their significance. we see that the p-value for regression coefficient of After sales service is given by 0.033, which is less than 0.05, so we can accept our H5 hypothesis. We can say after sales service has significant influence on consumer buying behaviour.

12. Conclusion

According to the results we conclude that, durability is the dominant factor affecting the decision to buy a mobile phone. Secondly, the price incorporated in a mobile handset is the most important factor which is considered by the consumers while purchasing the mobile phone. The other factors equally correlated and have moderate relationships with the decision to buy are brand name and durability of mobile phones. Both the factors are highly associated with the quality of mobile phone devices. The least correlated factors are after sales service and brand image. This study used multiple regression analysis to test the effects of five independent variables (price, durability, brand name, product feature and after sales service) on the decision to buy a mobile phone. All the five independent variables combined significantly influence the consumers buying decision of mobile phone devices. The leading factor is durability, followed by price and features.

13. Recommendations

As per study, we have suggested to the mobile phone manufacturer should carefully redesign its strategic framework when producing, marketing and distributing the mobile phone devices and focus on brand image, brand positioning, product features and differentiation of their product in the minds of consumers. People are now attracted towards new technology and are very quick to shift from one mobile brand to another if it offers better technology. Mobile phone companies should carry out regular research to help themselves in identifying the new features and to use the ones that are the consumers most priority in their products.

Moreover, by deciding which combination of these features match with the current trends and what fulfills the consumer needs and are cost effective to the mobile phone companies. I suggest, product design and attributes are also very important in the success of the brand. Manufacturers of different mobile brands must keep improving the durability and quality of the brand, they must also make the price affordable to everyone of their target market.

It is also recommended that companies should focus more on delivering quality and affordable mobile phones and spend more time in improving their products and focus on providing customer with value because customer value is very keen point in retaining a customer for his lifetime.

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