

**How to Cite:**

Tripathi, S. K. (2008). A detailed study on impact of factors on purchases of mobile phones with special reference to gorakhpur. *International Journal of Economic Perspectives*, 2(1), 11–15. Retrieved from <https://ijeponline.org/index.php/journal/article/view/15>

## **A Detailed Study on Impact of Factors on Purchases of Mobile Phones with Special Reference to Gorakhpur**

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**Abstract**---In this modern era, a wide variety of other services such as email, text messaging, MMS, internet access, audio and video, short-range wireless communications (Inferred, Bluetooth), gaming, etc. are also supported by mobile phones. In addition to these, it also offers more general computing capabilities that are referred to smart phone. In Bangladesh, many mobile phone brands are available e.g. Nokia, Samsung, Sony, HTC, Panasonic, Motorola, LG, Symphony, Micromax, Walton, etc. and consumer choose their preferred mobile phone from this pool. Demographic factors play a vital role in marketing in today's era. Mobile phones are in demand, one can find thousands of customers using mobile phones in Gorakhpur. This study will be useful for mobile phones manufacturer and sellers. As it is providing key insights on demographic variables affecting consumer buying behavior towards the mobile phone.

**Keywords**---customer buying behavior, demographic factors, mobile phone, wireless communications.

### **Introduction**

The development of mobile phones and technologies has been an extended history of innovation and advancements cropped up due to dynamic changes in consumers' needs and preferences (Cho et al., 2005; Karjaluoto et al., 2005). Among these developments, mobile phone devices had one of the fastest household adoption rates of any technology in the world's modern history nowadays, mobile handsets have become an integral part of human daily life and personal communication across the globe. In the current highly competitive mobile phone market, manufacturers constantly fight to find an additional competitive edge and differentiating elements to persuade consumers to select their brand instead of competitors. There are various studies conducted to identify factors that make companies better than their competitors in influencing

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Submitted: 18 Oct 2008, Revised: 09 Nov 2008, Accepted: 27 Dec 2008

the customer's purchase decision (Ashraf et al., 2014; Maraz et al., 2015). Consumers' of the mobile phone found throughout the world are greatly influenced by those different factors affecting a mobile phone's purchase decision. These factors may be related to the characteristics of the consumer and the features associated with mobile phones. This leads mobile phone companies to come up with a variety of mobiles with different brands and features. There are various research studies conducted to identify factors affecting consumers' choice of mobile phones (Mihaela, 2015; Sangroya & Nayak, 2017).

### **Factors affecting consumer behavior**

Consumer behavior refers to the selection, purchase, and consumption of goods and services for the satisfaction of their wants. There are different processes involved in consumer behavior (Korry & Suartini, 2018; Yoga & Paramartha, 2018). Initially, the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer estimates the available money which he can spend. Lastly, the consumer analyses the prevailing prices of commodities and decides the commodities he should consume (Pappas, 2016; Sundqvist et al., 2005).

### **Consumer buying behaviour is influenced by four major factors:**

- Cultural: - Culture is the part of every society and is the important cause of person wants and behavior. It is the set of basic values, perception, wants and behaviour learned by a member of society from family and other important institutions. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analysing the culture of different groups, regions or even countries.
- Social: - Social factors consist of preference groups, family, roles and status. A person's behaviour is influenced by many small groups such as family. It is the most important consumer buying organization in society and it has been researched extensively. The position of an individual within his family, his work, his country club and his group of friends etc. all this can be defined in terms of role and social status (He et al., 2011; Davie et al., 2004).
- Personal: - It includes such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self concept. Decisions and buying behaviour are obviously also influenced by the characteristics of each consumer.
- Psychological: - Among the factors influencing consumer behaviour, psychological factors can be divided into 3 categories:
  - Motivation
  - Perception
  - Learning

### **Research methodology**

The research paper based on secondary data collected.

## Objective

- To find out the impact of demographic factors on mobile phones purchases.
- To evaluate the impact of brand on consumers buying behavior.

## Data collection

Data has collected from newspaper, books, magazines, reports, and websites.

## Results

Age wise:

- The different age group chooses different type of mobile phone while purchasing the mobile phone. e.g. The size of the mobile phone is important factor for 15 to 24 age group but the same factor 34 to 44 group doesn't consider as one of the important factor of mobile purchase.
- 25 to 35 age group give focus on the following features while purchasing a mobile phones, like availability of the front camera, high definition games in the handset and light weight of the handset but the 15 to 25 age group give less important to the same factor.
- The study found that, 34 to 44 age group looks following features in the mobile while purchasing. Like suitable battery with less charge time, power saving system, availability of more than 32 GB memory, high quality music/sound system as compared to 15 to 24 and 25 to 34 age group.

Gender wise:

- The study found that, the male and female choice is different when they go for purchase a mobile. Female gives attention toward the looks & size as compared to male. The male customers are attracted towards internal features in mobile phone like battery backup, power saving system etc.
- It is found that female wants more features in the mobile in less price.
- High definition games in the handset is one of the important factor for males while purchasing mobile phones. But female doesn't give important to the same factor (Pai & Alathur, 2019; Amir & Lev, 1996).

## Conclusion

The project started with the objective of finding the impact of factors on purchases of mobile phones. It is concluded that there is significant impact of demographic factors on mobile buying decision. The technical features of mobile phone like battery back-up, power saving system, music system etc. are mostly consider while purchasing the mobile phones. There are various factors that consumer consider before choosing branded mobile phone, like function, quality, recommendation by friend. Majority of the respondents prefer EMI and zero down facility because of financial reason (Van Weelden et al., 2016; Sharifi & Shokouhyar, 2021).

## Acknowledgments

I am grateful to two anonymous reviewers for their valuable comments on the earlier version of this paper.

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