

A STUDY ON BUYING BEHAVIOR IN SELECTING MOBILE PHONES WITH REFERENCE TO TIRUPUR CITY

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Abstract: *In recent years, the adoption of mobile phones has been rapid so fast not only in India but also in the whole world. Buying to become a happy affair they would like to see, touch and feel the commodities that they buy. Understanding this psychology for the consumer many organizations have come to make purchase of happy affair. The present study is conducted in tirupur city and it is decided to consider different mobile phones' like Microsoft, Sony Ericsson, Samsung, LG and HTC. This study helps to know the factors which influencing the buying behavior to purchase Mobile Phones. This study helps to know the buying behavior of the consumer while choosing Mobile Phones to know the consumers satisfaction level towards different branded mobile phones and to know the reason for the dissatisfaction of the consumer. The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular store in preferred to others. From this study the researcher had gained lot of practical exposure about buying behavior towards mobile phones.*

Key Words: *Buying behaviour, satisfaction, mobile brands, price, promotion, brand preference.*

1. INTRODUCTION:

Mobile phone was developed in 1979. In India it was introduced in 1994. But it becomes familiar only in the beginning of year 2000. Now Mobile phone users are spread over the world. One fifth of Indians are using cell phone. It is a very fast point to point communication. It helps one to send and receive information any time and anywhere. The effective and efficient usage of mobile phone largely depends upon the attitude of mobile phone users and growth of this communication sector depends on the mobile phone service providers. Mobile phone users meet many problems.

Problems pertaining to buying a cell phone, choosing an activation card, tower problem, variety of schemes, recharge coupons, roaming and optimum use of mobile phone facilities are some of the vital issues of the cell phone users. **The behavior of human being during the purchase is being termed as “Buyer Behavior”.** Although mobile phones have become a fundamental part of personal communication across the globe during the past ten years, consumer research has devoted little specific attention to motives and choice underlying the mobile phone buying decision process. **Among these developments, mobile phone devices have had one of the fastest house hold adoption rates of any technology in the world’s modern history. Now a days, mobile phones have become an integral part of human daily life and personal communication across the globe. However, researchers devoted little attention to factors underlying the mobile phone buying behavior process in Tirupur. This study seeks to know the factors that underlying a person’s decision in choosing brand of mobile phone(s) to use. At the end of this study, it will be possible to know the most popular brand of mobile phone in Tirupur city.**

2. OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE:

- To know the consumer buying behavior towards mobile phones in Tirupur city.

SECONDARY OBJECTIVE:

- To find the demographic features of the mobile phone consumers.
- To find out the factors which influences the consumers to buy mobile phones?
- To identify and analyze the factors which impinge onto the satisfaction level of the customers of mobile phones.
- To understand the effectiveness of the promotional activities of mobile phone companies.
- To offer the suggestions to the consumers.

3. NEED FOR THE STUDY: The psychology of consumers about the thinking, feel, reason, of the brands, products, and retailers.

- The psychology of the consumer is influenced by his or her environment such as culture, family, signs, media.

- The consumer behaviour while shopping or making other marketing decisions;
- The consumer motivation and decision strategies differ among products that differ in their level of importance or interest that they entail for the consumer.
- The companies can adapt and improve their marketing campaigns and strategies more effectively to reach the consumer. Consumer behaviour is the blend of elements from psychology, sociology, social anthropology and economics. It helps to understand the buyer's decision-making process, both individually and in groups. It also tries to find out influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behaviour study is based on consumer buying behaviour, as customer playing the three distinct roles of buyer, payer and user. This study is conducted to understand the buying behaviour in selecting mobile phones by customers in the study area of Tirupur.

4. SCOPE OF THE STUDY:

The present study is conducted in Tirupur city and it is decided to consider different mobile phones' like Nokia, Sony Ericsson, Samsung, LG and Micromax

- This study helps to know the factors which influencing the consumer to purchase Mobile Phones
- This study is mainly focuses on the leading brand preference for mobile phone and the attitude of consumers belongs to low, middle and high income groups are taken in Tirupur city.
- This study enables to understand buying behavior towards selecting mobile phones and provides an insight about preference of mobile phones.

5. STATEMENT OF THE PROBLEM:

A lot of brands of Mobile Phone are available in the market. But the consumers prefer a particular brand of Mobile Phone. In the modern business world, due to the development of science and technology, many new brands have been introduced in the market every year. the technological innovation in mobile phone technologies the products are created beyond what consumer needs and wants. there are large number of manufactures are producing and selling different variety of mobile phones and models into the mobile phones and models into the mobile market. there fore a huge competition. In today's world nothing is permanent except change. We are now a days witnessing changes in all aspects of today world. It is said that necessity is the mother of invention. In the often-day, there were a lot of unsophisticated way and means of communication like birds, messenger, postal mail, etc. Today is the era of communication as innovative and novel means of communication came into existence. Traditional way of mailing has been replaced to certain extent by e-mail and landline is being replaced by cell phones. It is reported that after the invention and introduction of cell phones the rate of surrounding landline is at a decreasing rate and the number of users of mobile phones is increasing even day by day. Now, the usage of cell phones is not restricted to urban area and educated youth only.

6. LIMITATIONS OF THE STUDY: The researcher had the following limitations while conducting the study.

- This study was carried out only among the consumers in Tirupur city
- The sample size was restricted to 150 due to time constraints.
- The sample was taken on the basis of convenience; therefore the shortcomings of the convenience sampling may also be present in this study.

7. REVIEW OF LITERATURE:

A.Mohankumar and U.Dinseshkumar (2015)¹ In their article they explained "customer purchase behaviour towards mobile phones". The present study is conducted in Erode city and it is decided to consider different mobile phones' like Nokia, Sony Ericsson, Samsung, HTC and Micromax. This study helps to know the factors which influencing the consumer to purchase Mobile Phones. Have report to know the buying behaviour of the consumer while choosing Mobile Phones. This study also helps to know the consumers satisfaction level towards different branded mobile phones. This study also helps to know the reason for the dissatisfaction of the consumer. From this study I have gained lot of practical exposure about consumer buying behaviour towards mobile phones. The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular store in preferred to others. Consumers mostly preferred Nokia mobile phones.

Dr.Abdul Ghafoor Awan and Ms. Arooj Fatima:(2014)² This research aims to study the "youth purchasing behaviour in selection of mobile phones". Have founded the study has focused that how these strategies used by mobile phone companies in Pakistan influence the purchase decision of youth in selection of their mobile phones.. This type of research which was conducted to find the impact of various independent variables on the purchasing behaviour. The study included both male and female respondents to show that how marketing strategies used by marketers in terms of service quality, pricing, value offered, trust and switching cost affects the purchasing behaviour.

Youth is considered as the largest and important segment of customers which cannot be ignored by cellular companies if they want to increase their profits.

Mesay Sata(2013)³:The purpose of this study she, investigate the “decision of buying mobile phone devices” in Hawassa town From this analysis, it was clear that consumer’s value price followed by mobile phone features as the most important variable amongst all and it also acted as a motivational force that influences them to go for a mobile phone purchase decision. The study suggested that the mobile phone sellers should consider the above mentioned factors to equate the opportunity. The objective of this research was to investigate the underlying factors that determine the decision to purchase mobile phone devices. According to the study, majority of the consumers own Nokia mobile phones. Moreover, most of Nokia mobile phone users have a plan to shift to other brands such as Samsung, Apple and BlackBerry.

Thanika Devi Juwaheer,(2012)⁴: In this article explores the various factors which “impact on the selection of mobile phones among young customers”. This paper reviews the determining factors impacting on the selection of mobile phones among young customers. It reports upon the empirical findings of the customer survey on the various factors impacting on the selection of mobile phones by the questionnaire method .The analysis has revealed that young customers have identified pricing as a key determinant while selecting mobile phones. The results of the analysis have also suggested that top of mind awareness and perceived brand value are key factors contributing towards mobile phone selection. Results also unveiled mobile phone features and young consumers lifestyle impacting on mobile phones selection.

S.M. Hasan:(2011)⁵ :The purpose of present research is to discuss the various “mobile phones purchase behaviour” in the Utrakhand State. Have found the study should be consumer’s satisfaction with the different types of mobile phones. Total 306 respondents included in the study from conveniently selected respondents from different part of Utrakhand State. It is concluded that the knowledge of “what the customer thinks” and “what consequently would contribute to his satisfaction”, is at the requirement of the marketer for successful positioning of the mobile phonest. The present study aims to assess the consumer’s attitude towards different types mobile phones companies in Uttarakhand State. It also intends to know the consumer’s satisfaction their purchase decision. From the analysis it is observed that there is poor awareness about advance feature provided in the mobile phones. It is also founded that different factors to purchasing a mobile phones with their level of education and income.

Mridanish Jha(2010)⁶: The purpose of this paper is to “investigate the buying behaviour of consumers” in Bihar and compare the consumers’ behaviour of urban and rural consumers in Bihar with regard to mobile phone. This paper attempts to draw attention towards different buying behaviour of urban and rural market. The paper examines the preferences of rural and urban consumers towards the mobile phone. It also report to understand the factors which influence the consumers for making the purchase decision and compares the buying behaviour of urban and rural consumers .The findings from the study suggest some discernible points about the buying behaviour of urban and rural consumer. The rural consumers have also become value conscious as reflected by their buying behaviour. The success of micromax, Karbon mobile in rural market highlights the fact that a marketer has to focus on the unmet needs of the consumer and then build its value proposition. Both these mobile companies first of all targeted the rural market with their long battery backup benefit. The reach of the print medium is very low in rural Bihar due to the high level of illiteracy.

Hassan Jawad Soomro(2009) ⁷: This article besides studying brand selection by the “consumers to understand the overall purchase behaviour of this segment of consumers”. The results of this study will provide insight and information for administrators, practitioners, and researchers about the behaviour of consumers towards various mobile brands. The results concluded that a large number of respondents prefer the purchase the mobile phone with value added facilities like camera, large screen, familiar brand and low price. The main purpose of this study was to find out the opinion of the respondents from various preferences in purchasing mobile phone handset and mobile phones. This study is exceptional in the sense that it has investigated the general opinion of young generation regarding the purchase of mobile phones. the study also concluded that the purchase preference is not discriminated by the gender of the respondents. The current study has opened new avenues of research for the research scholars in Pakistan.

Md Reaz Uddin and Nusrat Zahan Lopa² (2008)⁸: This study has put efforts to uncover the underlying “factors those affect customers in choosing mobile phones”. The results show that the most important factor is physical attributes. Some other factors are pricing, charging and operating facilities, size and weight, friends’ and colleagues’ recommendations, neighbours’ recommendations and advertising. The research was to find out the underlying factors those have a role to determine the brands while customers purchase mobile phone. It has been seen from the previous discussion that there are lots of variables customers consider before choosing brand of mobile phones. Some of the factors influence customers’ decision greatly while others have comparatively low impact on the purchase decision. At the time of survey, it was observed that various types of facilities are expected by the customers. But this research work does not deal with the customer expectation. The research has identified that many factors are deemed as selection criteria of mobile phones.

Raymond K. Dziwornu (2007)⁹: This article he is explained “factors affecting mobile phone purchase decision” in the Greater Accra Region of Ghana,. Results of the descriptive statistic show that Nokia and Samsung phones were the two main brands of phones used by majority of the respondents interviewed. The result of the binary log it regression model revealed that advanced technology features such as internet browsing and durability or quality of mobile phone handsets are the two main factors that are likely to positively and significantly affect mobile phone purchase decision. This study analyzed the factors affecting mobile phone purchase decision in the Greater Accra Region of Ghana, using the binary log it regression modelThe study revealed that majority of the respondents who expressed their intention to acquire newphones were male, age between 21-30, single and have attained education up to the tertiary level. The study also shows that the two main factors significantly affecting mobile phone purchase in the study area are advanced technology features and durability or quality of mobile phones.

S. Sukumar (2006)¹⁰:He explain the a present study aims to descriptive study the “consumer awareness relates to the usage of mobiles”, The study concludes that there is significance between socio economic factors and awareness of mobiles. Majority of the consumers required water proof mobile and increase facilities in mobiles; opinion to reduce the mobile health effects, and free from problems. However in the present competitive scenario acquiring consumer’s satisfaction is a tough task. Indian mobile market adopts various new innovative techniques to handle their consumers. The promotional measures are adopted likely Free and more accessories, low cost, service centre and spare parts availabilities, insurance scheme for mobile, mobile safety locking system, mobile exchange system, at most care for consumer complaints etc.

7. RESEARCH METHODOLOGY:

The primary methods of data collection that is questionnaire technique was used to collect the data required. No of Respondents include both male and female. Convenience sampling method has been adopted under the non-probability sampling technique and about 150 samples have been collected for the study.

RESEARCH DESIGN: A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”

DESCRIPTIVE RESEARCH: Descriptive research is designed to describe something, such as demographical characteristics of consumers who use the products. It deals with determining frequency with which something occurs or how two variables vary together. This study is also guided by and initial hypothesis.

SAMPLING SIZE: The study was conducted towards Mobile Phone users. The size of the population is 150 and the survey was conducted in Tirupur city.

SAMPLING METHOD: Convenience sampling was adopted in the research work under non-probability sample method.

PRIMARY DATA & SECONDARY DATA: To achieve the objective of the study, the primary data have been collected through questionnaire. This questionnaire aims to gather information related to customers expectations and observations (satisfaction).The secondary data means already available data. (Books, library)

STATISTICAL TOOLS USED:

a. PERCENTAGE ANALYSIS: The percentage procedure provides statistics and graphical displays that are useful for describing many types of variables. The percentage procedure is a good place to start looking at your data.

$$\text{Percentage analysis} = \frac{\text{No of respondents}}{\text{Total no of respondents}} * 100$$

b. WEIGHTED AVERAGE ANALYSIS: The weighted average method, where the importance of the items varies, it is essential to allocate weights to the items. Thus weight age is a number standing for the relative importance of the items. Weighted average can be defined as an average of component items.

$$\text{Weighted average} = \frac{\sum wx}{\sum x} * 100$$

c. CHI- SQUARE ANALYSIS:

Chi – Square is a non parametric test of statistical significance for bivariate tabular analysis. Non parametric test, like chi – square, is a rough estimate of confidence. Chi – Square is used most frequently to test statistical significance of results reported in bivariate tables is integral to interpreting the results of chi – square test. This was used to find out the significance of relation between the factors that are compared.

The quality χ^2 describes the magnitude of discrepancy between theory and observation and we are in a position to know whether a given discrepancy between theory and observation may be attributed to chance or whether it results from inadequacy of the theory to fit observed facts. If χ^2 is zero it means observed and expected frequencies coincide completely.

$$\chi^2 = \sum \frac{(O-E)^2}{2}$$

Degrees of freedom = (row-1) (column-1)

Where O = Observed frequency

E = Expected frequency

The calculated value of χ^2 is compared with the table value, of χ^2 for given degrees of freedom at a certain specific level of significance (generally 5% level)

If calculated value is greater than the table value the difference is considered to be significant and null hypothesis is rejected

If calculated value is less than the table value the difference is not considered as significant and null hypothesis is accepted

8. DATA ANALYSIS AND INTERPRETATION:

S.NO	VARIABLES	CLASSES	PERCENTAGE
1	Gender	Male	55.3
		Female	44.6
2	Age	Below 20 years	41.3
		21 - 30 years	28
		31 - 40 years	20
		41 - 50 years	6.66
		Above 50 years	4
3	Educational qualification	Less than HSC	6.66
		Graduate	34.6
		Post Graduate	25.3
		Diploma	20
		Professionals	13.3
4	Monthly income	Less than 10000	23.3
		10000 – 20000	51.3
		20000 – 50000	18.6
		More than 50000	6.66
5	Type of phone	Flip phone	12
		Slide phone	26.6
		Touch phone	16.6
		Luxury fashion phone	8
		Smart phone	36.6
6	Look and feel of a mobile phone	Screen size	19.3
		Buttons	12.6
		colour	18.6
		Less weight	32
		keypad	17.3
7	Willing to Buying a mobile phone	5000-10000	14.6
		10000-20000	40
		20000-50000	29.3
		More than 50000	16
8	Like the brands	Samsung	42
		Sony Ericsson	25.3
		LG	10.6
		HTC	12
		Microsoft	10

INTERPRETATION: The above table shows that majority 55.3 percent of the respondents are male.41.3 per cent of the respondents are age group below 20 years,34.6 per cent of the respondents are graduate.51.3 per cent of the respondents are income group 10000 -20000, 36.6 per cent of the respondents are like to have smart phones. 32 per cent of the respondents are less weight, 40 per cent of the respondents are 10000-20000, 42 per cent of the respondents are using Samsung.

FACTORS WHICH IMPINGE OF THE RESPONDENTS-WEIGHTEDAVERAGE:

Description	Weighted score	Opinion
Functionality	4.82	Dissatisfied
Name of brand	4.96	Satisfied
Look and feel	4.04	Dissatisfied
Advertising	4.86	Satisfied
Interoperability	4.89	Satisfied
Connectivity	5.35	Satisfied
Pricing	5.1	Satisfied

Mean Score=4.86

INTERPRETATION: The above table shows that the Weighted average mean score is 4.86. The factors such as Name of brand, advertising ,Interoperability ,pricing, connectivity are score above 4.86 respectively. Hence the respondents found these attributes to be highly satisfactory .The factors such as Functionality, Look and feel, levels are below 4.86.therefore the factors are dissatisfied by respondent.

PROMOTIONAL ACTIVITIES OF MOBILE PHONES- WEIGHTED AVERAGE:

Description	Weighted score	Opinion
Advertisement	4.78	satisfied
Magazines	4.21	Dissatisfied
Newspapers	3.95	Dissatisfied
Pamphlets	4.59	satisfied
Hoardings	4.75	satisfied

Mean Score=4.45

INTERPRETATION: The above table shows that the Weighted average mean score is 4.45.factors such as advertisement, pamphlets, hoardings are score above 4.45 respectively. Hence the respondents found these attributes to be highly satisfactory. The factors such as magazines, newspapers levels are below 4.86.therefore the factors are dissatisfied by respondent.

CHI-SQUARE TEST: Age and Pricing Cross tabulation

Age	strongly agree	Agree	neutral	Dis agree	Strongly disagree	Total
Below 20years	7	14	8	6	11	46
21-30 years	7	11	7	6	4	35
31-40 years	5	9	12	6	2	34
41-50 years	3	2	6	2	2	15
Above 50years	5	6	5	4	0	20
Total	27	42	38	24	19	150

H₀ - There is no significant Association between Age and Pricing

H₁ – There is a significant Association between Age and Pricing

Statistical Test	Calculated Value	Degrees of Freedom	Table value	Level of significance	Hypothesis
Pearson Chi-Square	15.670	16	26.3	5%	Accepted

INFERENCE: It is inferred from the above that the calculated value of chi square is lesser than the table value. Hence the null hypothesis is accepted so there is a significant association between age and pricing.

Gender and Look and Feel Cross tabulation

Gender	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Male	11	10	21	23	18	83
female	7	11	18	18	13	67
Total	18	21	39	41	31	150

H₀ - There is no significant Association between gender and Pricing

H₁ – There is a significant Association between Age and Pricing

Statistical Test	Calculated Value	Degrees of Freedom	Table value	Level of significance	Hypothesis
Pearson Chi-Square	10.87	4	9.49	5%	Rejected

INFERENCE: It is inferred from the above that the calculated value of chi square is greater than the table value. Hence the null hypothesis is rejected so there is no significant association between gender and look and feel.

9. FINDINGS:

In demographic profile it shows that Majority 55.3 percent of the respondents are male, 41.3 per cent of the respondents are age group below 20 years, 34.6 per cent of the respondents are graduate, 51.3 per cent of the respondents are income group 10000 -20000, 36.6 per cent of the respondents are like to have smart phones, 32 per cent of the respondents are less weight, 40 per cent of the respondents are 10000-20000, 42 per cent of the respondents are using Samsung.

In weighted average result clearly infer that the factors are satisfied and not satisfied by the factors which impinge of the respondents, the result clearly infer that the factors are satisfied and not satisfied by the promotional activities of mobile phones of the respondents.

In chi-square test is inferred from the above that the calculated value of chi square is lesser than the table value. Hence the null hypothesis is accepted so there is a significant relationship between age and pricing. In chi-square test is inferred from the above that the calculated value of chi square is greater than the table value. Hence the null hypothesis is rejected so there is no significant relationship between gender and look and feel.

10. SUGGESTIONS:

Based on the findings of the study the following suggestions are made for attracting the consumers mobile phones has increase the market share.

- Price plays a significant role in the purchase decision. Price has significant positive impact on consumer perception choice in selecting mobile phones.
- To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- Product quality from the marketer’s perspective is associated with communication, price, feature, function, or performance of a product.
- Consumers regularly face the task of estimating product quality under conditions of imperfect knowledge about the underlying attributes of the various product offers with the aid of personal, self-perceived quality criteria.
- Enormous facilities can be included in the mobile phones.
- New model hand set can be introduced exclusively for females.
- Various kinds of sales promotional activities can be introduced by the cellular companies.
- A company that offers lower charges would be able to attract more customers committing themselves to the mobile phone networks and significant number of “call minutes” might be achieved.
- The cellular companies should take necessary steps to give special promotional schemes for disabled, students and women, and try to reduce the health side effects from mobile usage etc. in order to increase the market share.
- The mobile sellers should take necessary measures to increase the number of service centre in rural areas and try to offer free service for rural people.
- The government and TRAI should intervene and regulate the cost, facilities and system of mobile.
- The Samsung mobiles bring more add on facilities in their mobiles, but all the customers are unable to access it due to lack of the awareness. Hence, the company can come forward for free demonstration to all the consumers and they may create a chance to use all these services.
- The company has to bring safety locking system of mobile for eradication of the misusing the mobile and create an awareness about usage method to protect health hazardous.
- The company shall introduce water proof mobile and unbreakable body to their valuable customers because so many customers drown their mobile into water due to unavoidable circumstances.
- Along with the defensive schemes, mobile phone is a necessary thing. new and improved features have to introduced, which can attract the customers to the mobile phone selecting.
- More offers and discounts should be used as a weapon to attract customers.

11. CONCLUSION:

The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular store in preferred to others. Consumers mostly preferred Samsung mobile phones. The research has identified that many factors are deemed as selection criteria of mobile phone. Not necessarily all the variables influence a person in the same way and same extent. In case of choosing mobile phone brands, mostly considered factors by customers include physical attributes, pricing, charging and operating facilities, size and weight. In this study the researcher had taken the five brands of mobile phones and given the suggestions according to the criteria like pricing, advertisement, look and feel, functionality and easy friendly.

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