



An Empirical Analysis of Consumer Buying Behaviour towards Mobile Phones: Insights from Mysuru District

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ABSTRACT

This study examines consumer buying behaviour towards mobile phones in Mysuru District, India, with a focus on the influence of product features, quality, brand image, price, and after-sales service. Data were collected from 138 respondents through a structured questionnaire and analysed using statistical techniques, including percentage analysis, mean scores, correlation, regression, ANOVA, and Chi-square tests. The results indicate that product features and quality are the primary determinants of purchase decisions, while brand image, price, promotional offers, and after-sales service also exert significant influence. Younger consumers exhibit higher feature-orientation, and social recommendations shape purchasing patterns. The findings provide actionable insights for mobile phone manufacturers, marketers, and service providers to implement consumer-centric strategies, enhance customer satisfaction, and strengthen long-term brand loyalty.

1. Introduction

1.1 Overview of the Global and Indian Mobile Phone Industry

The mobile phone industry is one of the fastest-growing sectors globally, driven by rapid technological advancements and continuous innovation. Mobile phones have evolved from basic communication



devices into advanced smartphones offering internet access, digital payments, entertainment, and business applications. Globally, the industry is marked by intense competition, frequent product launches, and rapid technological change.

In India, the mobile phone industry has grown substantially due to rising population, disposable income, and adoption of digital technologies. India has emerged as one of the largest mobile phone markets, attracting both domestic and international manufacturers.

1.2 Growth and Penetration of Smartphones in India

Smartphone penetration in India has increased significantly over the last decade. Affordable devices, low-cost internet, and initiatives like Digital India have accelerated adoption. Smartphones are widely used across urban and semi-urban areas, making them essential for individuals of different ages and income levels.

1.3 Importance of Studying Consumer Buying Behaviour in Marketing Management

Consumer buying behaviour refers to the process by which individuals select, purchase, use, and evaluate products. Understanding it is crucial for marketers to identify needs, preferences, and expectations. In the competitive mobile phone market, analyzing behaviour enables companies to design effective strategies, improve products, and gain a competitive edge.

1.4 Relevance of Mobile Phones in Consumers' Daily Life

Mobile phones facilitate communication, access to information, online education, digital transactions, and social networking. Growing dependence on smartphones has transformed lifestyles and purchasing patterns. Consumers now evaluate features, price, brand image, and after-sales service before purchase.

1.5 Rationale for Selecting Mysuru District as the Study Area

Mysuru District was selected due to its urbanization, literacy rate, and smartphone adoption. The district represents a diverse consumer population with varying socio-economic backgrounds and purchasing power, making it ideal for studying mobile phone buying behaviour.

into regional consumer preferences and contributes to a better understanding of mobile phone marketing from a practical marketing management perspective.



2. Review of Literature

2.1 Concept of Consumer Buying Behaviour

Consumer buying behaviour refers to the process by which consumers recognize needs, search for information, evaluate alternatives, make purchase decisions, and assess post-purchase satisfaction. Kotler and Keller (2016) emphasize that understanding consumer behaviour is essential for effective marketing management. Schiffman and Kanuk (2014) note that buying behaviour is influenced by psychological, social, cultural, and personal factors. In the mobile phone market, rapid technological change and innovation make consumer behaviour highly dynamic.

2.2 Previous Studies on Mobile Phone Purchasing Behaviour

Earlier studies highlight various determinants of mobile phone purchase decisions. Karjaluoto et al. (2005) identified brand image, price, and technical features as key factors. Ling et al. (2006) found that usability and product features significantly influence consumer choice. Sata (2013) observed that younger consumers prefer advanced features, while older consumers focus on durability and ease of use. Park and Kim (2008) emphasized the growing influence of online reviews and peer recommendations.

2.3 Key Factors Influencing Purchase Decisions

Literature identifies **price** (Kotler & Armstrong, 2018), **brand image** (Aaker, 1991; Keller, 2013), **product features** (Ling et al., 2006), **quality and durability** (Garvin, 1987), and **after-sales service** (Parasuraman et al., 1988) as major influencing factors.

2.4 Research Gap

Most studies focus on metropolitan areas, with limited research specific to Mysuru District. Hence, the present study addresses this gap by examining consumer buying behaviour from a marketing management perspective.

3. Statement of the Problem

The mobile phone industry is characterized by **rapid technological advancements**, with frequent innovations in features such as camera quality, processing speed, battery life, and connectivity. These continuous changes make mobile phone models quickly obsolete and create challenges for consumers in making informed purchase decisions. As a result, consumers are often faced with multiple alternatives offering similar features at varying price levels.



In addition, the mobile phone market has become **highly competitive**, with numerous domestic and international brands competing for market share. Intense competition has led to aggressive pricing strategies, promotional offers, and brand positioning, which further complicate the consumer decision-making process.

Moreover, **consumer preferences and expectations are constantly evolving** due to increased exposure to technology, digital media, and online information sources. Consumers today are more informed, value-conscious, and quality-oriented, demanding better features, reliable performance, and efficient after-sales service.

Despite the growing importance of smartphones, there is a **need to understand the specific factors influencing consumer buying behaviour in Mysuru District**, as consumer preferences may vary across regions due to socio-economic and demographic differences. Limited empirical research at the district level highlights the need for a focused study to help marketers design effective strategies tailored to local consumer requirements.

4. Objectives of the Study

The following objectives have been formulated to guide the present study:

1. To study the **socio-economic profile** of mobile phone consumers in Mysuru District.
2. To analyze the **factors influencing consumer buying behaviour** towards mobile phones.
3. To examine **brand preference** among mobile phone consumers in Mysuru District.
4. To assess the role of **price, product features, and after-sales service** in mobile phone purchase decisions.
5. To provide **appropriate marketing suggestions** to manufacturers, marketers, and retailers based on the findings of the study.

5. DATA ANALYSIS AND INTERPRETATION

5.1 Introduction

This chapter presents the analysis and interpretation of data collected from **138 respondents in Mysuru District** to study consumer buying behaviour towards mobile phones. Data were collected using a structured questionnaire based on a five-point Likert scale. Statistical tools such as **percentage analysis**,

mean scores, correlation, regression, ANOVA, and Chi-square tests were used to analyze the data and test the hypotheses framed for the study.

5.2 Demographic Profile of Respondents

Table 5.1: Demographic Characteristics of Respondents (N = 138)

Variable	Category	No. of Respondents	Percentage
Gender	Male	72	52.2
	Female	66	47.8
Age	Below 20	28	20.3
	21–30	46	33.3
	31–40	34	24.6
	41–50	18	13.0
	Above 50	12	8.8
Education	PUC	30	21.7
	UG	56	40.6
	PG	42	30.4
	Others	10	7.3

Interpretation:

The majority of respondents are **male (52.2%)**, belong to the **21–30 age group**, and hold **undergraduate or postgraduate degrees**, indicating that young and educated consumers dominate the mobile phone market in Mysuru District.

5.3 Mean Score Analysis of Factors Influencing Buying Behaviour

Table 5.2: Mean Score of Influencing Factors

Factor	Mean Score	Rank
Product Features	4.42	I
Quality & Durability	4.31	II
Brand Image	4.18	III



Factor	Mean Score	Rank
Price	4.05	IV
After-Sales Service	3.92	V
Promotional Offers	3.76	VI

Interpretation:

Product features emerged as the most influential factor, followed by **quality** and **brand image**, suggesting that consumers in Mysuru District prioritize value-driven technological benefits over price alone.

5.4 Table 5.3 Hypothesis Testing

Null Hypothesis (H ₀)	Statistical Tool	Result (Value & Sig.)	Decision
There is no significant relationship between price and consumer buying behaviour.	Correlation	r = 0.462, p = 0.000	Rejected
There is no significant relationship between brand image and consumer buying behaviour.	Correlation	r = 0.538, p = 0.000	Rejected
Product features do not significantly influence consumer buying behaviour.	Regression	$\beta = 0.581$, t = 7.24, p = 0.000	Rejected
After-sales service does not influence consumer buying behaviour.	Correlation	r = 0.389, p = 0.002	Rejected
Promotional offers do not influence consumer buying behaviour.	Correlation	r = 0.312, p = 0.011	Rejected
There is no significant association between demographic variables and buying behaviour.	ANOVA (F-test)	F = 3.67, p = 0.018	Rejected

The hypothesis testing results indicate that all six null hypotheses (H₀) were rejected, showing that the selected marketing and demographic variables significantly influence consumer buying behaviour towards mobile phones in Mysuru District. Price has a positive impact, suggesting that consumers consider cost before purchasing, while brand image strongly affects preferences, reflecting trust and reputation. Product features like camera, battery, and processor significantly drive choice, and after-sales service enhances satisfaction and loyalty. Promotional offers also affect decisions, especially among



price-sensitive buyers. Additionally, demographic factors, particularly age, show significant variations in buying behaviour, confirming that marketing variables play a crucial role.

5.5 Key Findings

- Product features are the most influential factor.
- Brand image and quality play a critical role.
- Price remains important but not dominant.
- Younger consumers are more feature-oriented.
- After-sales service enhances brand loyalty.

The analysis confirms that **multiple marketing variables significantly influence consumer buying behaviour** towards mobile phones in Mysuru District. The findings provide valuable insights for marketers to design **consumer-centric strategies**, emphasizing **innovation, quality, brand positioning, and after-sales service**.

6. FINDINGS, SUGGESTIONS, AND CONCLUSION

6.1 Introduction

This chapter presents the major findings from the analysis of data collected from 138 respondents in Mysuru District. It also provides practical suggestions for mobile phone manufacturers, marketers, retailers, and after-sales service providers, and concludes with the overall significance of the study for marketing management.

6.2 Major Findings of the Study

The study revealed that **product features**, including camera quality, battery life, storage, and processor speed, are the most influential factors affecting consumer buying behaviour. **Quality and durability** are highly valued, showing that consumers prefer reliable, long-lasting devices. **Brand image and reputation** significantly affect purchase decisions, reflecting strong brand consciousness among buyers. **Price and promotional offers** influence buying behaviour, though consumers are willing to pay a premium for better features and superior quality. **After-sales service** plays a vital role, highlighting the importance of service centers, warranties, and customer support. Additionally, **social influence**, including recommendations from friends, family, and online reviews, shapes consumer decisions.



Demographic factors, particularly age, also affect buying behaviour, and the rejection of all null hypotheses confirms that key marketing variables significantly influence consumer behaviour in Mysuru District.

6.3 Suggestions

6.3.1 To Mobile Phone Manufacturers

Manufacturers should focus on **continuous innovation**, particularly in camera technology, battery performance, and processing speed. Emphasis on **quality and durability** can strengthen customer trust and loyalty. Offering multiple **price variants** caters to different income groups, while regular **software updates and feature enhancements** improve long-term satisfaction.

6.3.2 To Marketers and Retailers

Marketing strategies should highlight **product features and value-for-money** rather than competing solely on price. **Brand-building initiatives**, including digital marketing and influencer engagement, can enhance perception. Retailers should offer **promotional schemes, exchange offers, and easy financing options** while encouraging **positive customer reviews** to build consumer confidence.

6.3.3 To After-Sales Service Providers

Companies should strengthen the **service network** for prompt support, ensure **transparent warranty policies and spare parts availability**, and conduct **regular customer follow-ups** to improve satisfaction and repeat purchases.

6.4 Limitations of the Study

The study is limited to Mysuru District, restricting generalizability. The sample size of 138 may not represent the entire population, and reliance on **self-reported data** could introduce bias. Time constraints prevented inclusion of additional variables such as psychological and cultural factors.

6.5 Scope for Future Research

Future studies could use **larger samples across multiple regions**, compare **urban and rural consumers**, focus on **brand-specific behaviour and emerging technologies**, and examine the **impact of social media influencers** on mobile phone purchases.

6.6 Conclusion



Consumer buying behaviour towards mobile phones in Mysuru District is significantly influenced by **product features, quality, brand image, price, and after-sales service**. Modern consumers are informed, value-conscious, and technology-driven. The findings provide insights for manufacturers and marketers to design strategies that enhance **customer satisfaction and long-term brand loyalty**, contributing meaningfully to the field of consumer behaviour and marketing management.

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