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## An Empirical Study on Customer Satisfaction and Post-Purchase Behaviour in the Mobile Phone Industry

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### ABSTRACT

The mobile phone industry is highly competitive and rapidly evolving, making customer satisfaction a critical factor for long-term success. In such a dynamic market, understanding post-purchase behaviour is essential for retaining customers and building brand loyalty. This study aims to analyze customer satisfaction levels among mobile phone users and examine how satisfaction influences post-purchase behaviour such as repeat purchase, word-of-mouth communication, and complaint behaviour. It also explores the impact of demographic variables on satisfaction and behavioural outcomes. Primary data were collected from **80 mobile phone users** through a structured questionnaire using a survey method. Statistical tools such as percentage analysis, mean score analysis, correlation, and regression were used for data analysis. The findings reveal that product quality, features, price perception, and after-sales service significantly influence customer satisfaction. Furthermore, customer satisfaction has a strong positive impact on post-purchase behaviour. The study provides valuable insights for marketers to enhance customer retention strategies.

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## 2. Introduction

### 2.1 Background of the Study



The mobile phone market has experienced significant growth due to technological advancements and increasing consumer demand. Smartphones have become essential tools for communication, entertainment, education, and business activities.

In India, affordable smartphones and data services have expanded the market across various socio-economic groups. However, intense competition has made customer retention challenging. Customer satisfaction is a key determinant in this context, as satisfied customers are more likely to remain loyal and exhibit positive post-purchase behaviour.

## 2.2 Problem Statement

Despite continuous innovation, customer dissatisfaction and brand switching remain major challenges. Consumers often shift brands due to poor product performance, inadequate service support, or the availability of better alternatives. Understanding satisfaction levels and post-purchase behaviour is essential for reducing customer churn and improving retention strategies.

## 2.3 Objectives of the Study

1. To measure customer satisfaction among mobile phone users
2. To analyze post-purchase behaviour
3. To identify factors influencing satisfaction
4. To examine the relationship between satisfaction and behaviour

## 2.4 Research Questions

- What factors influence customer satisfaction?
- Does satisfaction affect post-purchase behaviour?
- Do demographic variables influence satisfaction levels?

## 2.5 Hypotheses

- **H1:** Product quality significantly influences customer satisfaction
- **H2:** Customer satisfaction positively affects post-purchase behaviour
- **H3:** After-sales service influences repeat purchase intention



### 3. Review of Literature

Customer satisfaction is defined as the extent to which a product meets or exceeds customer expectations. According to Kotler and Keller (2017), satisfaction arises from comparing perceived performance with expectations, while Oliver (1997) considers it a post-consumption evaluation.

Post-purchase behaviour includes repeat buying, feedback, complaints, and recommendations (Schiffman & Kanuk, 2010). Studies indicate that product quality, features, price, and after-sales service are major determinants of satisfaction, with quality being the most influential factor.

Aaker (1996) emphasizes the role of perceived quality in shaping consumer preferences. Further, Anderson and Sullivan (1993) confirm a strong positive relationship between satisfaction and post-purchase behaviour. However, limited localized studies exist in the Indian mobile phone market, which this study attempts to address.

### 4. Research Methodology

#### 4.1 Research Design

The study is descriptive in nature and adopts a survey method to analyze customer satisfaction and post-purchase behaviour.

#### 4.2 Data Collection

Primary data were collected using a structured questionnaire from mobile phone users.

#### 4.3 Sample Size

A total of **80 respondents** were selected using convenience sampling.

#### 4.4 Tools for Analysis

- Percentage Analysis
- Mean Score Analysis
- Correlation Analysis
- Regression Analysis

#### 4.5 Limitations of the Study



- The sample size is limited to 80 respondents
- Convenience sampling may affect generalization
- The study is restricted to a specific geographic region

## 5. Data Analysis and Interpretation

**Total Respondents: 80**

Section	Variable	Category / Factor	Value	Percentage / Statistic	Rank
Demographic Profile	Gender	Male	44	55%	—
		Female	36	45%	—
	Age	21–30	36	45%	—
		Income	₹15k–30k	28	35%
Satisfaction Levels	Level	Highly Satisfied	26	32.5%	—
		Satisfied	34	42.5%	—
Factors Influencing Satisfaction	Product Quality	—	4.3	Mean Score	1
	Features	—	4.1	Mean Score	2
	Price	—	3.9	Mean Score	3
	Service	—	3.8	Mean Score	4
Post-Purchase Behaviour	Repeat Purchase	Yes	52	—	—
		No	28	—	—
	Recommendation	Yes	58	—	—
		No	22	—	—
Correlation Analysis	Satisfaction vs Behaviour	—	$r = 0.65$	$p < 0.01$	—
Regression Analysis	Model	Behaviour = 1.05 + 0.72	—	$R^2 = 0.42$	—



Section	Variable	Category / Factor	Value	Percentage / Statistic	Rank
		(Satisfaction)			

**Interpretation :** The sample is dominated by young adults (21–30 years) with moderate income levels. Most respondents are satisfied, with product quality emerging as the key influencing factor. A strong positive relationship exists between satisfaction and post-purchase behaviour, indicating that higher satisfaction leads to repeat purchase and recommendations.

**Hypotheses Testing**

**H1: Accepted**

Product quality has the highest mean score (4.3), indicating its strong influence on customer satisfaction.

**H2: Accepted**

Correlation ( $r = 0.65$ ,  $p < 0.01$ ) and regression ( $R^2 = 0.42$ ) confirm that satisfaction significantly influences post-purchase behaviour.

**H3: Accepted**

After-sales service positively influences repeat purchase intention by building trust and reliability.

**Overall Interpretation**

The results indicate that both functional factors (quality, service) and experiential factors (satisfaction) jointly influence consumer behaviour. Customer satisfaction acts as a mediating factor that transforms product experience into loyalty and advocacy.

**6. Findings of the Study**

1. Majority respondents are young adults with moderate income
2. Most users are satisfied with their mobile phones
3. Product quality is the most influential factor
4. Positive post-purchase behaviour is evident



5. Correlation and regression confirm strong influence of satisfaction on behaviour
6. Satisfaction is a key predictor of repeat purchase and recommendation
7. All hypotheses are supported

## 7. Discussion

The findings are consistent with earlier empirical studies in consumer behaviour literature. Product quality being the top-ranked factor indicates that consumers prioritize performance and reliability.

The strong relationship between satisfaction and post-purchase behaviour confirms that satisfied customers are more loyal and likely to recommend products. After-sales service, although ranked lower, plays a significant role in strengthening long-term relationships.

## 8. Implications

### 8.1 Managerial Implications

- Focus on product quality improvement
- Innovate features continuously
- Strengthen after-sales service
- Implement customer feedback systems

### 8.2 Marketing Implications

- Emphasize product reliability in promotions
- Use customer reviews for credibility
- Focus on value-based marketing
- Adopt digital marketing strategies

## 9. Conclusion

Customer satisfaction plays a crucial role in shaping post-purchase behaviour in the mobile phone market. Product quality, features, and service significantly influence satisfaction, which in turn drives repeat purchase and recommendations.



Satisfied customers are more likely to remain loyal and act as brand advocates. In a highly competitive and dynamic mobile phone market, firms must focus on delivering superior quality, reliable service, and enhanced customer experience to achieve long-term competitive advantage.

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