

CONSUMER PERCEPTION AND PURCHASE BEHAVIOUR TOWARDS MOBILE PHONE MARKETING IN RAMANATHAPURAM DISTRICT

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Abstract

The mobile phone market is very competitive and manufacturers and mobile phone operators differentiate their products by creating various promotional schemes, advertising, digital promotions, social media, online reviews etc. to push the product to the consumers. In this environment, knowing the consumers' perception and purchasing behaviour is crucial in designing a mobile phone marketing strategy. The present study aims at analysing the consumer perception and behaviour on mobile phone marketing in Ramanathapuram district. The study used descriptive and analytical research design. The primary data was collected from 300 mobile phone users in Ramanathapuram district using a structured questionnaire with 5 pointlikert scale. Percentage analysis, mean and standard deviation, correlation and multiple regression were used for analysing the data. The results suggest that product characteristic, brand image, price, promotions and online reviews and after-sales service are important factors in consumers' mobile phone value judgments. The findings also suggest that the mobile marketing perception of the consumers towards mobile marketing and their purchase behaviour are positively and significantly related. Brand image, product features, promotions, online reviews and after-sales service have significant impact on purchase behaviour as revealed from the regression analysis. The study recommends the marketers of mobile phones to use consumer oriented, digitally integrated and value driven marketing strategies to boost consumer perception and stimulate sale decision in the Ramanathapuram District.

Keywords:*Consumer Perception, Purchase Behaviour, Mobile Phone, Marketing, Brand Image, Promotional Offers, etc.,*

1. Introduction

Cell phones have evolved from a communication tool to a multi-purpose device for communication, education, entertainment, financial and transactional purposes, online shopping, social and business uses. Smartphones have been changing so quickly that there is an ever-changing set of expectations around performance, camera quality, battery life, storage, design, connectivity and software from consumers. This makes the mobile phone company business environment more competitive and more important is the strategic approach in marketing towards the target consumers. Additionally, the Indian smartphone market has been seeing a change towards more conscious and value conscious buying. New research among consumers has revealed that Indians are more concerned about performance, camera quality, battery life, price and brand trust and online reviews while deciding on buying a smartphone. In 2026, Counterpoint Research found price and price to be the top drivers for buying, with brand trust and online reviews coming next. Marketing activities affect how consumers evaluate the different mobile phone brands. The product feature, price, the way the product is advertised, brand image, promotion offers, social media communication and dealer recommendations can lead to positive or negative perceptions regarding the product. Previous studies on the Indian mobile consumers have found that brand, technical specifications, price and after-sales service are the significant factors that affect the mobile phone purchasing decision of Indian consumers. In a study of young adult Indian consumers,

Nandi and Singh also found the factors of brand, technical specifications, price and after-sales services to be significant aspects of mobile phone selection.

Product attributes are not the only determinants of consumer behaviour. Before buying, consumers increasingly go online to access reviews of products and services, ecommerce websites, social media and word of mouth. According to PwC's India consumer survey, significant number of consumers in India compare prices, read product reviews and look for offers using a smartphone prior to making a purchase. Hence, it is of special significance to understand the link between marketing practices, consumer perception and purchasing behaviour at the District level. The Ramanathapuram district is a good geographical level to study the effect of mobile phone marketing in a regional market. In the present study, the authors try to analyse consumer perception and purchasing behaviour, regarding mobile phone marketing in Ramanathapuram District.

2. Review of Literature

The study by Nandi and Singh focused on how marketing stimuli affects the buying behaviour of mobile phones in 600 young adults in Bangalore. They discovered that brand, technical specifications, price and after-sales service were some of the most significant factors influencing the choice of mobile phones. The study also illustrated the advantage of studying the marketing stimuli based on the dimensions of consumer behaviour. Attri, Maheshwari and Sharma investigated the purchase behaviour of the customer towards the smart phone brands and concluded that hardware specification plays an important role in the purchasing decision and marketing communication like advertisement, brand ambassador and word of mouth communication plays a second role in purchasing decision. Their results show that the purchase behaviour of the smartphone is influenced by product-related and marketing-related factors. Agarwal, Sahoo and Agarwal studied the buying behaviour of mobile phone in Bhubaneswar and Cuttack. Their conclusion was that with the arrival of technology, factors that affect consumers have also changed and that companies must consider the features and technologies of the various price levels.

Singh and Suresh analysed the factors which influences the purchase decision of the smartphone in India and found some important factors influencing the consumer purchasing decision are camera, display, price, quality and advertising. Their study points out the significance of functional product attributes as well as marketing communication. Recent research continues to confirm the importance of brand image, social media influence, peer influence and price perception. The study done by the researchers in 2026 on youth of Bengaluru and Mysuru revealed that brand image, peer influence, social media influence and price perception had significant impact on branded smartphone buying behaviour. Recent research on smartphones in India shows that the focus is shifting from price to value and utility. According to a report from 2026 Counterpoint Research, "Camera" and "Performance" were still key factors, along with "Affordability" and "Brand trust" and "Online reviews".

Research Gap: While there are a number of studies which have explored the purchase behaviour of smartphones in the Indian context, the focus of empirical studies has been limited to the consumer perception towards mobile phone marketing and their purchase behaviour at the district level, specifically for the Ramanathapuram district. This study aims to cover this lacuna by analyzing the influence of the marketing factors on the perception of consumers and also what relationship this perception has on the purchase behaviour.

Statement of the Problem: Mobile phone products are launched, improved and updated regularly, there are many different brands of mobile phones available, they are competitively priced and there is considerable promotional communication. These ads can be seen on TV, social media, on websites,

ecommerce and retail outlets and on consumers. Meanwhile, the customer can easily compare the specifications, prices and customer reviews of the products before making a purchase. This has led to increased information-richness of the buying process. But, for marketers of mobile phones, simply introducing technologically advanced products may not be enough. Consumers' perception of brand image, price, quality, promotional offers, online reviews, and after-sales service can make or break whether a particular brand is attractive or not. Hence, it is essential to have an understanding of the perception of the mobile phone marketing among the consumers of Ramanathapuram District and the effect of perception on their buying behaviour. The present study thus asks the following question: What is the relationship between consumer perception towards mobile phone marketing and purchase behaviour among consumers in Ramanathapuram District?

Objectives of the Study

1. To understand the Demographic profile of Mobile phone consumers in Ramanathapuram District.
2. To investigate the perception of the consumers towards the mobile phone marketing.
3. To determine the important factors which affect buying behaviour of mobile phones.
4. To understand the link between perception and behaviour of consumers.
5. To analyze the effect of the chosen marketing variables on buyer behaviour.
6. To give appropriate recommendations for enhancing mobile phone marketing tactics.

Hypotheses

H₀₁: The relationship between consumer perception towards mobile phone marketing and purchase behaviour is not significant.

H₀₂: Consumer attitudes regarding product features, price, brand image, promotional offers and online reviews and after-sales points do not significantly affect purchase behaviour.

3. Research Methodology

The study had used descriptive and analytical type of research method to study consumer perception and their buying behaviour on mobile phone marketing in Ramanathapuram District, Tamilnadu. The population consisted of consumers who use or have purchased mobile phones in that district and convenience sampling was used for the selection of the respondents so as to be able to get the required number of 300 respondents from the different locations. A structured questionnaire asking about the demographic characteristics, and behaviour and perceptions of mobile phone purchases was used for primary data collection. A five-point Likert scale (from strongly disagree to strongly agree) was used to measure the perception statements. The collected data were subjected to percentage analysis, mean, standard deviation, Karl Pearson's correlation analysis and multiple regression analysis to analyze the demographic profile, major purchase factors, relationship between consumer perception and purchase behaviour, and influence of selected marketing variables on purchase behaviour.

4. Analysis Results and Discussion

4.1 Respondents' Demographic Profile

A description of the respondents' demographic profile is necessary for understanding the nature of the sample and for making inferences about the perceptions and buying habits of the sample. The information of the respondents has been displayed in the table with respect to gender, age, educational qualification, occupation and monthly income. These characteristics are used to identify the diversity of the respondents included in the study and to have an understanding of what might be different in consumer responses.

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	174	58.0
	Female	126	42.0
Age	Below 20 years	42	14.0
	21–30 years	126	42.0
	31–40 years	78	26.0
	Above 40 years	54	18.0
Educational Qualification	School	48	16.0
	Undergraduate	102	34.0
	Postgraduate	96	32.0
	Others	54	18.0
Occupation	Student	72	24.0
	Salaried	96	32.0
	Business	60	20.0
	Professional	42	14.0
	Others	30	10.0
Monthly Income	Below ₹20,000	96	32.0
	₹20,001–₹40,000	108	36.0
	₹40,001–₹60,000	60	20.0
	Above ₹60,000	36	12.0
Total		300	100.0

Source: Primary Data

The demographic profile of the respondents is shown in Table 1. A total of 300 respondents, with 58 per cent male and 42 per cent female. The highest frequency group was 21-30 years, 42% and the 31-40 years group was 26%. When it comes to education qualification, 34 per cent were undergraduates, with 32 per cent postgraduates. The number of people in the salaried group was the highest (32 per cent), followed by the students (24 per cent). As far as income is concerned, 36% of the respondents had a monthly income between ₹20,001 to ₹40,000. The demographic distribution showed that participants of the study had diverse age group and educational, occupational, and income groups.

4.2 Factors that affect the Buying of a Mobile Phone

The key factors that respondents look at when buying their mobiles phones need to be identified before analysing the detailed perception scores. The following table shows the frequency, percentage and ranking of the factors that influenced purchase decision. Ranking indicates the product-related, economic, promotional and service-related factors that consumers considered more important.

Table 2: Factors Influencing Mobile Phone Purchase

Factor	Frequency	Percentage	Rank
Product Features/Specifications	72	24.0	1
Price/Value for Money	60	20.0	2
Brand Image	48	16.0	3
Camera Quality	36	12.0	4
Battery Performance	27	9.0	5
Promotional Offers/Discounts	21	7.0	6
Online Reviews	15	5.0	7

After-Sales Service	12	4.0	8
Friends/Family Recommendation	9	3.0	9
Total	300	100.0	

Source: Primary Data

As shown in Table 2, the most crucial criterion that influenced the purchase of mobile phone was product features and specification, with 24 per cent of the respondents indicating this as their answer. Price and value for money came in at a close second with 20 per cent, with brand image coming in at 16 per cent. Camera quality and battery performance combined for 12 per cent and 9 per cent respectively. Promotional offers were responsible for 7 per cent of respondents, and online reviews for 5 per cent. The results support previous Indian research where certain product characteristics, technical specifications, price and brand were found to be significant factors in the purchase decision of mobile phones. New Indian smartphone research also points to performance, camera and affordability continuing to be deciding factors when buying a smartphone.

4.3 Consumers' Perceptions of Mobile Phone Marketing

The perception of consumers is a key part of the present study because consumers' evaluation of marketing activities can affect their attitudes, purchase intentions and purchase decisions. The following table shows means and standard deviations of statements concerning the product features, brand image, price, online reviews, promotional offers, after sales service and various communication channels. The ranking shows the relative strength of the respondents' perceptions about the marketing factors.

Table 3: Consumer Perception towards Mobile Phone Marketing

Statements	Mean	S.D.	Rank
Product features influence my perception of a mobile phone	4.18	0.76	1
Brand image influences my perception of a mobile phone	4.12	0.81	2
Mobile phone price reflects its value	4.06	0.84	3
Online reviews help me evaluate mobile phones	4.01	0.86	4
Promotional offers attract my attention	3.96	0.88	5
After-sales service influences my brand perception	3.91	0.91	6
Social media advertisements create awareness about new phones	3.87	0.94	7
Television advertisements influence my perception	3.62	1.01	8
Dealer recommendations influence my perception	3.58	0.98	9
Overall Mean	3.92		

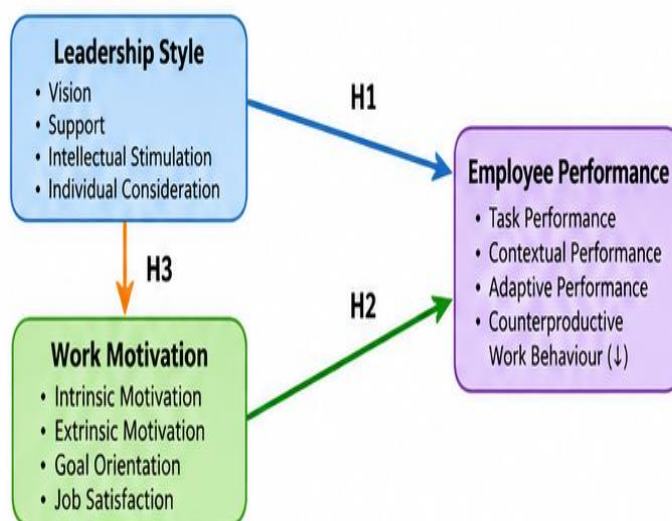
Source: Primary Data

Table 3 shows respondents' perception about mobile phone marketing. The mean score of 3.92 overall means that there is a relatively positive attitude towards mobile phone marketing. The feature of the products received the maximum mean score of 4.18, followed by 4.12 for brand image and 4.06 for price-value perception. The mean score for online reviews was also quite high, at 4.01. The results suggest that traditional advertising does not have a strong pull on consumers. They are increasingly making product evaluations based on the product specification, brand image, price, and online information regarding mobile phones. This aligns with recent Indian consumer research where online reviews and consumer trust in brands have emerged as critical factors in their smartphone buying decisions. The slightly lower mean ratings for television advertising and dealing advice indicate that consumers might be turning to digital media and independent product information more and more.

This discovery also aligns with data that suggests that Indian consumers extensively use their smartphones for price research, offers and product reviews before buying a product.

As per the Figure 1, Product features, Brand image and Price-value perception are ranked as the highest among the selected marketing related factors. The scores for online reviews and promotional offers are also fairly high. The findings show that a mix of functional, economic, and informational factors are used by mobile phone users in the study area to assess products. This is consistent with the findings of the previous studies which pointed out product attributes, brand, price, and advertising and after-sales service as the key factors affecting the purchase behaviour of mobile phones.

Figure 1: Mean Score of Consumer Perception towards Mobile Phone Marketing



Source: Computed by Author

4.4 The Purchase Behaviour of the Respondents

Purchase behaviour analysis provides insight into why consumers engage in their purchase behaviours. The purchasing frequency, preferred price range, purchasing channel and main source of information used by the respondents are examined. These variables help understand consumers' replacement, spending, channel selection and information-seeking behaviour.

Table 4: Purchase Behaviour of Respondents

Purchase Behaviour	Category	Frequency	Percentage
Purchase Frequency	Once a year	30	10.0
	Once in 2 years	126	42.0
	Once in 3 years	96	32.0
	More than 3 years	48	16.0
Preferred Price Range	Below ₹15,000	72	24.0
	₹15,001–₹25,000	126	42.0
	₹25,001–₹40,000	66	22.0
	Above ₹40,000	36	12.0
Purchase Channel	Retail Store	123	41.0
	Brand Store	51	17.0
	Online Platform	126	42.0

Main Information Source	Online Reviews	78	26.0
	Social Media	54	18.0
	Friends/Family	60	20.0
	Advertisement	48	16.0
	Dealer	60	20.0
Total		300	100.0

Source: Primary Data

The purchase behaviour of the respondents is presented in Table 4. The highest percentage, 42 per cent, said they had changed their mobile phones once every two years, and 32 per cent changed it once every three years. This implies that people are more conscious of replacement decision-making and not buying new devices on a regular basis. As far as price range is concerned, 42 per cent went for the smartphones that fall in the mid-budget category of ₹15,001 and ₹25,000. Twenty-four per cent opted for phones under ₹15,000 and 22 per cent for phones in the range ₹25,001–₹40,000.

As far as purchase channels are concerned, online commerce was 42 per cent while retail stores were 41 per cent. The top information source was online reviews, with a 26 per cent of those responding citing this as their top information source. Both friends and family and dealer recommendations contributed 20 per cent. The results reveal a blended purchase behaviour, which is both online and offline. Consumers can find out more about the products online, before buying them online or in physical shops. This is in line with Indian consumer research that reveals a high level of smartphone usage for price comparison, product reviews and offer evaluation.

4.5 Correlation between Consumer Perception and Purchase Behaviour

The regression analysis is reported to see if selected mobile phone marketing factors significantly influence the purchase behaviour of consumers. The table includes the model summary, ANOVA results and regression coefficients. The statistical characteristics provide information about the strength of the relationship, the explanatory power of the model and the contribution of each of the marketing factors.

Table 5: Relationship between Consumer Perception and Purchase Behaviour

Model Summary

R	R ²	Adjusted R ²	Std. Error
0.684	0.468	0.457	0.521

ANOVA

Model	Sum of Squares	df	Mean Square	F	p-value
Regression	83.624	6	13.937	51.38	<0.001
Residual	95.021	293	0.324		
Total	178.645	299			

Regression Coefficients

Marketing Factor	Beta (β)	t-value	p-value	Result
Product Features	0.241	4.82	<0.001	Significant
Price-Value Perception	0.176	3.61	<0.001	Significant
Brand Image	0.284	5.71	<0.001	Significant
Promotional Offers	0.143	2.96	0.003	Significant
Online Reviews	0.198	4.01	<0.001	Significant
After-Sales Service	0.119	2.47	0.014	Significant

Source: Primary Data

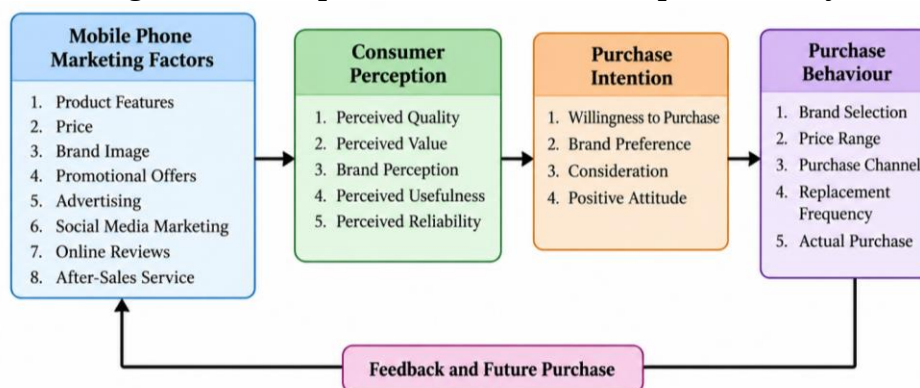
Table 5 shows the association between consumer perceptions of mobile phone marketing and purchase behaviour. It can be observed that the value of R is 0.684 which is a moderate level of correlation and hence positive correlation between selected Marketing perception variables and Purchase behaviour. The coefficient of determination, $R^2 = 0.468$, shows that 46.8 per cent of purchase behaviour can be accounted for by the marketing related variables in the model. The ANOVA result is statistically significant with an F value of 51.38 at a p value of less than 0.001. So, the null hypothesis (no difference in purchase behaviour when the selected marketing factors do not have any significant effect) is rejected. In terms of the independent variables, brand image had the highest standardized beta coefficient ($\beta = 0.284$), followed by product features ($\beta = 0.241$), the online reviews' perception ($\beta = 0.198$), the price value perception ($\beta = 0.176$), the promotional offers ($\beta = 0.143$), and after-sales service ($\beta = 0.119$). All 6 variables were significantly different from each other at 5 per cent level. The results indicate that consumers with a positive attitude towards mobile phone brands and marketing activities tend to exhibit positive purchasing behaviour. The significance of brand image is parallel to the recent study conducted among the young Indian smartphone users, which identified the brand image as one of the most significant factors among them. The results also corroborate previous studies that have identified technical specifications, brand, and price and after-sales service as key factors in the purchase of mobile phones.

Hypothesis Decision

H₀₁: There is a relationship between the consumer perception towards mobile phone marketing and purchase behaviour.

The null hypothesis is rejected: Product features, perceptions of value, brand image, promotional offers, online reviews and after-sales service have a significant impact on the purchase behaviour. The conceptual framework outlines the relationship between the proposed mobile phone marketing variables, consumers perceptions, purchase intention and purchase behaviour. It makes a visual representation of how product features, price, brand image, promotions, online reviews and after-sales service may impact consumers' evaluations and purchase.

Figure 2: Conceptual framework for the present study



Source: Author Defined

Figure 2 shows the conceptual relationship studied. The primary stimuli influencing the consumer's perception are related to the use of mobile phones. The quality of the products, price, brand image, promotional offers, and online reviews and after-sale service will be expected to affect consumers' brand perceptions of mobile telephones. Positive consumer perceptions can then lead to increased purchase intention and positive purchase behaviour. The framework matches the consumer behaviour literature

which sees the purchase decision as a result of a combination of marketing stimuli, consumer evaluation and consumer behavioural responses. It is also in line with the recent smartphone study which focused on how brand image, social media influence, peer influence and price perception affects purchasing decision.

4.6 Findings of the Study

1. 58% of those who responded were male; 42% were female.
2. 42 per cent of the respondents were in the age group of 21 to 30, which is the largest age group.
3. The largest occupational group was salaried employees (32 per cent.).
4. Most respondents fell into the category of having monthly income of ₹20,001 to ₹40,000.
5. The number of respondents ranking product features and specifications as the most important purchase factor was 24 per cent, making it the most important.
6. 20 per cent. was for price and value for money.
7. Brand image (16 per cent.).
8. The overall mean score for consumer perception towards mobile phone marketing was 3.92 which is favourable.
9. The perception mean score for the product features was 4.18, the highest among all the other product perceptions.
10. The second highest mean score was achieved by brand image (4.12).
11. The high mean score of online reviews (4.01) shows the increasing significance of digital information sources.
12. The mobile phones with in the range of ₹15,001 to ₹25,000 had the highest preference with 42 per cent of respondents.
13. Online platforms were also the highest channel of purchase at 42 per cent.
14. The online review was the greatest source of purchase information at 26 per cent.
15. Consumer perception and purchase behaviour had a positive and significant relationship with $R = 0.684$.
16. The regression model explained 46.8 per cent of the variation in purchase behaviour.
17. Among the selected marketing factors, brand image was the most significant predictor of purchase behaviour.

5. Suggestions

Mobile phone manufacturers should concentrate on products that are durable, have a good camera, long battery life and user friendly. Because the perception score for product features was the highest, it is important for marketers to clearly communicate these features in ads and online. The price/value for money also needs to be given significant consideration as the results of this study indicate that consumers were quite particular about the mid-range price category. Mobile phone companies need to reinforce their brand image by maintaining consistent product quality, providing good customer services and communicating clearly with their customers. As online reviews became one of the major sources of knowledge, businesses need to promote robust customer reviews and reply to client complaints on social media. Promotional communication is not the only use of social media—they should also be used for product education and customer engagement. Higher value smartphones can be made more affordable with promotional offers like exchange schemes, discount or cash back, warranty extensions and EMI offers. But promotional communication must be clear and not set up false expectations with the consumers.

There is need to enhance product demonstration, customer services and after sales service for the retailers in Ramanathapuram District. Many respondents are still buying in stores, so offline retailers can gain a competitive edge by providing personalised service and product advice. Last, but not least, marketers should use differentiated strategies for each of the consumer segments. Young consumers might be more focused on social media, technology and camera-related communication, while older and price-sensitive consumers might be more interested in the affordability, reliability and after-sales service.

6. Discussion

The results of the current research indicate that the perception of the consumers plays an important role in the purchase behaviour of mobile phone. The mean scores for product features, brand image, price-value perception and online reviews are relatively high, suggesting consumers' use of both functional and marketing information in the evaluation of mobile phones. The findings of this study reflect the strong brand image influence and corroborate with the recent findings in India. The study by Niveditha and Reddy (2026) revealed that the brand image is the most significant factor affecting the buying behaviour on brand smartphones. This indicates that consumers are not only seeing mobile phones as technological products; brands can also be seen as communicating identity, trust, quality and social value.

The significance of the product attributes observed in the present study is also in line with the previous Indian studies. Singh and Suresh highlighted some factors that they found important influencing smartphone buying decisions: camera, display, price, quality and advertising. Likewise, Attri et al. found hardware specifications as one of the most significant factors affecting the decision of purchasing a smartphone.

In today's digital age, online reviews are a significant factor. In recent years, Indian consumers have been using their mobile devices to do price comparison, read product reviews and find offers before buying products. Thus, digital word-of-mouth and consumer generated information online has emerged as a significant part of the marketing of mobile phones. The regression outcome of the study also showed that the marketing related perceptions has a collective effect on purchase behaviour. This R^2 value of 0.468 suggests that the variables selected in the model account for a significant amount of the variation in purchase behaviour, but other variables not considered in the model may also influence consumers' purchase decisions.

7. Conclusion

The study involved assessing the perception of the consumers and their buying behaviour about the mobile phone marketing in Ramanathapuram District. The results show that consumers place a significant emphasis on the product features, brand image, price-value perception, online reviews, promotional offers and after-sales service when evaluating mobile phones. Product features and specifications were the top purchase factor and brand image the strongest influence in the regression model. The overall perception score is 3.92, showing that the consumers have a fairly positive perception of mobile phone marketing. The positive correlation between consumer perception and purchase behaviour is quite high, which means that marketing activities that are done right can help to create positive outcomes of purchase. The study also reveals the growing significance of online reviews and digital information in the consumer decision making process. It is concluded that mobile phone marketers need to change their advertising strategies from conventional advertising to integrated marketing strategies with product quality, competitive pricing, good branding, digital communication, customer feedbacks, promotional products, and after-sales service.

These can help boost consumers' confidence and enhance their purchase behaviour in the Ramanathapuram District in the case of mobile phone companies.

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