

Antecedents of Mobile Phone Purchase Decision: An Empirical Study

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Abstract

There are several research studies which investigate the antecedents of purchase behavior based on several behavioral theories using many different approaches; however, not many of them are focused on the purchase behavior of mobile phones with reference to specific dimensions, despite the fact that it is one of the fastest moving consumer product. So, the purpose of this research is to investigate the relationship of lifestyle, behavioral aspects, brand image, and market trends on purchase decision. A sample size of 206 mobile phone users has been chosen based on convenience sampling and Structural Equation Modelling has been used to test the four hypotheses. Results indicate that all the four factors have significant positive relationship with purchase decision. Implications have been drawn based on the study results to assist the marketing managers to promote sales. The study results would be helpful for both academicians and practitioners, as it is based on a systematic approach using the relevant data and appropriate research methodology.

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Abbreviations:

APS = Actual Purchase; PDC = Purchase Decision; BHV = Behavioral aspects; BRS = Brands; LFS = Lifestyle; TRS = Trends

I. INTRODUCTION

The consumers' expectation in terms of convenience has increased with the rapid advancement of technology in the recent years. In addition to this, in India, where this research is conducted, an enormous growth in the number of mobile phone

users has been recorded in the past few years. The sales growth is also expected to increase significantly in the coming years. This increased demand for mobile phones might be because of the multitude of advantages that it provides the consumers, in what can be called as a "location-free" communication.

The introduction of new features such as water resistance, dash charging, lossless camera zooming along with integration of new services like 4G, triple sensor cameras, AR, and privacy protection, to name a few, have also contributed to the increased demand in the markets. Therefore, it can be argued that consumers are preferring mobile phones which fit their lifestyles better and possibly at the same time drive new habits for them as well. In order to keep up with these preferences, the companies are trying to understand the needs of their consumers to be able to serve them better with unique products and desired attributes.

Mobile phones have seen an exponential increase in the number of its users since most parts of the country now has access to internet. This abundance in the availability of mobile phones is encouraging the consumers to be more selective in the process of their purchase decisions. Companies, on the other hand, are trying to get hold of customers' attention and differentiate their product, at a matching pace, in order to stay in these markets. One of the important concepts that marketers are using for this purpose is - branding. This concept helps the marketers in their attempts to create an indestructible bond between them and the consumers. Since consumers are offered

with a large variety of alternatives when choosing a mobile phone, the convenience associated with knowing a brand either beforehand, or as a recommendation, eases the decision-making process for them. Furthermore, it provides consistency and protection of firm's demands which helps them have a competitive edge over their rivals in the industry. Lifestyles of the consumers also have a role to play in their purchase decisions. The tendency to change the phones often, upgrading the phone on a regular basis, preference of replacement over repair, keeping up with the trend, looking for the latest features etc., are associated with the lifestyles of the customers and they also have a bearing on the purchase decision of mobile phones. Another important aspect that is somewhat related to brands which consumers focus on is market trends. A lot of people like to keep themselves updated with the latest trends of their preferred brands and otherwise as well. This helps them keep track of what is current in the field and may influence their next purchase.

It is in this context the study of customer characteristics such as their lifestyle, behavioral aspects, brand image, and market trends as antecedents of purchase decision becomes important. By investigating the significance of relationship, either positive or negative,

marketing managers will be in a better position to make decisions to increase their sales revenue.

II. LITERATURE REVIEW

Goyat (2011) in his study focuses on the best method for the consumer market segmentation, the basis of it and the issues related to it in detail. Although the literature had dominance of demographic and psychographic factors for segmentation, it was observed that the extraneous variables such as, price, trends and market conditions had a great influence on the purchase behavior. It was also observed that segmentation was completely dependent upon four traditional bases (Demographic, Geographic, Psychographic and Behavioral) and not on a single one.

Adam and Akber (2016) in their study investigate the combined role of brand association, brand awareness, brand quality and brand loyalty in moulding the purchase decision of consumers while choosing a mobile phone. The results showed a significant impact of brand loyalty and association just by a slight difference from the other two. Another conclusion drawn from this study was that consumers are more likely to repeat their purchase of a mobile phone, given they

have some sort of emotional connection of relationship with the brand.

Uddin, Lopa&Oheduzzaman (2014) studied the list of factors which directly contributed to the choice of brand a consumer prefers when buying a mobile phone. This study was conducted in Khulna City of Bangladesh. The results showed seven factors which are mostly considered while choosing a mobile phone brand, and are, physical attributes, pricing, charging and operating facilities, size and weight, recommendations and advertising. Out of these seven, the most significant factor was found out to be the physical attributes.

Vyshnavi (2016) in her study investigated the behavior of consumers in terms of mobile purchase and its usage. The study was conducted in Andhra Pradesh, India with respondents as employees of mid-age group, interested in getting updated with technology and annual income of below 200 thousand INR (approximately 2800 USD). It was concluded that majority of the respondents did not have any problems with their phones, whereas the rest had issues regarding heating up of the device and battery problems. Another issue was of the unreliable customer service and the reason for this was found out to be unavailability of customer service centres in town.

Sata (2013) in his study investigated the underlying factors that influence a consumers' decision to purchase a mobile phone. This study was conducted in Hawassa, Ethiopia. The results indicated that not all factors had the same influence on the purchase decision. It showed price as the leading factor followed by features of a mobile phone to be the important factors considered by consumers while making a purchase decision. The factors which had moderate relationships with the purchase decision were found out to be brand name and durability, whereas the least significant factors were of after sales service and social influences.

There are many other studies which have identified different antecedents of purchase decision of mobile users. Among the various factors identified the lifestyle, behavioral aspects, brand image, and market trends happen to be the most significant but there is no study available in the Indian context specifically focused on these factors. This research is an attempt to fill this gap as the establishment of relationship of these factors with the purchase decision can be of immense help to the marketing managers in strategizing their marketing efforts to maximize the sales.

III. AIM AND RESEARCH OBJECTIVES

The aim of this research is to study the four aforementioned factors that might have an influence on the purchase decision so that implications can be drawn to help the marketing managers in making better decisions to improve the sales of mobile phones. Thus, following are the specific objectives of this research:

- Identify the antecedents of purchase decision as applicable to consumer goods.
- Investigate the relationships between the antecedents and purchase decision.
- Draw implications to the marketing managers of mobile phone industry to better their sales.

IV. RESEARCH METHODOLOGY

The research philosophy adopted in this research is a positivist paradigm which uses empirical observation and measurement. Questionnaire survey method has been adopted to collect the data and Structural Equation Modelling (SEM) using Partial Least Square Technique has been adopted to test the four hypotheses. Hypothesis development is through the earlier studies which have associated the variables of study. The reason for choosing the empirical approach to research is that it has the

ability to provide quantitative evidence for the existence or non-existence of statistically significant relationships between the variables of study. As the study aims to draw implications to the marketing managers to improve their sales, the testing of relationships between the research variables becomes inevitable. Moreover, SEM is one of the tools which has been successfully used in similar situations in various other contexts.

4.1. The Hypothetical Model

4.1.1. Relation between lifestyle of the consumer and purchase decision

Bell (1958) introduced the concept of lifestyle to research consumer behaviour. Lifestyle refers to the activities, interests and opinion (AIO) of the consumers (Vyncke, 2002). In recent research, behaviour analysis has been considered a superior foundation for customer profiling in order to provide a holistic view of the 'why and how' of product purchase decision. Since its introduction in the 1960s, consumer lifestyle information has become a common tool for making brand management decisions (Quing et al, 2012). Kim et al., (2001) found a substantial correlation between internet users' lifestyle groups, their reaction to internet advertising and their intention to buy products. Segmentation of lifestyles is crucial to understanding the complex

socio-psychological profiles of consumers. Wells and Tigret (1971) proposed that lifestyle segmentation should be implemented in marketing research. For lifestyle studies, Plumer (1974) used the term psychographic because they incorporate the psychological and behavioral factors of consumer research to provide the marketer with a better picture of consumer decision making. Lifestyle research has since been widely used internationally in consumer research. Vishesh, Mittal & Bali (2018) using a sample size of 638 mobile users proved empirically that speed, brand and recommendation of peer group was major antecedents of mobile purchase behaviour. Trivedi&Raval (2018) through a factorial study identified that features, offers, service centres which appeal to the lifestyle of people had significant influence on mobile purchase behaviour. However, there is no study specifically focussing on the AIO of lifestyle on purchase decision of mobile phone and hence the following hypothesis has been postulated.

H₁: *Lifestyle* of a customer has a significant positive relationship with the *purchase decision*.

4.1.2. Relation between behavioral aspects of the consumer and purchase decision

Consumer buying behaviour is the behaviour exhibited during the purchase of

the product. It includes many different factors related to the individual's personality (Jain, 2014). Researchers have been always inclined towards learning consumer behaviour in terms of these factors as the antecedents and keep identifying newer factors (Luarn and Lin, 2005; Nijssen et al., 2017; Premkumar and Rajan, 2017). A customer undergoes a multi-stage decision process when he or she buys a product. Consumer behaviour when buying any product is not only his/her own behaviour towards it, but it is also influenced by the behaviour of individuals who influence the consumer (Rani, 2014). Different features, aesthetics, and price are various determinants that influence the decision of a consumer to buy or not buy a product (Mack and Sharples, 2009). To study the influence of behavioral aspects further on mobile purchase the following hypothesis has been formulated.

H₂: *Behavioral aspects* of the customer has a significant positive relationship with the *purchase decision*.

4.1.3. Relation between brand image and purchase decision

Brand is the most valuable asset for an organization where it represents a type of product or service to customers. Brands are more than mere names and symbols. It is also the element of industry-customer relationships (Kotler and Armstrong, 2010).

Brand Image is a reflection of the brand's overall perception and is made up of brand knowledge and past experience. Maindoka et al., (2014) have observed that the brand image has a significant influence on purchase decisions. According to Waluya et al., (2019), brand image has a direct influence on the purchase decision process, as it influences customer satisfaction. Within their preference sets, the products which are remembered are more likely to be recalled during purchase (Macdonald & Sharp, 2000). In addition, a brand's reputation contributes positively to the loyalty, image, or market sales of the brand (Aaker, 1996). Chang and Chang (2014) have noticed that brand popularity could have an impact on the advertising attitudes, brand attitudes and buying intentions of consumers. Kim and Min (2014) have shown that brand visibility can decrease perceived purchasing risks for consumers. Huang and Sarigollu (2012) have provided empirical evidence for the relationship between market performance and product popularity. Filieri and Lin (2017) have acknowledged the influence of brand popularity on smart phone repurchases by customers. In short, it is shown that brand recognition has a positive influence on brand loyalty, encourages more favourable reviews, provides customers with better value, and

leads to more purchasing. Thus, to further investigate in the context of mobile purchase the following hypothesis is postulated.

H₃: The type of *brand image* has a significant positive relationship with *actual purchase*.

4.1.4. Relation between market trend and purchase decision

Social factors, which include size of family and status of customers affect the consumer behaviour (Kotler and Armstrong, 2010). Market trend is one of the key criteria shaping the decision to buy smart phones (Osman, 2012). Rani (2014) has observed that market trend governs the purchase decisions of consumers in both product and service industry. Anjana (2018) found association between market trend and purchase behavior in cosmetic industry. Khuong&Duyen (2016) found that market trend is a strong predictor of purchase behaviour of skin care products by men. Relatively speaking, there are fewer number of studies which have linked market trend to purchase decision, and hence, the following hypothesis has been formulated.

H₄: The *market trends* have a significant positive relationship with *purchase decision*.

Thus, the following hypothetical model has been developed (Figure 1).

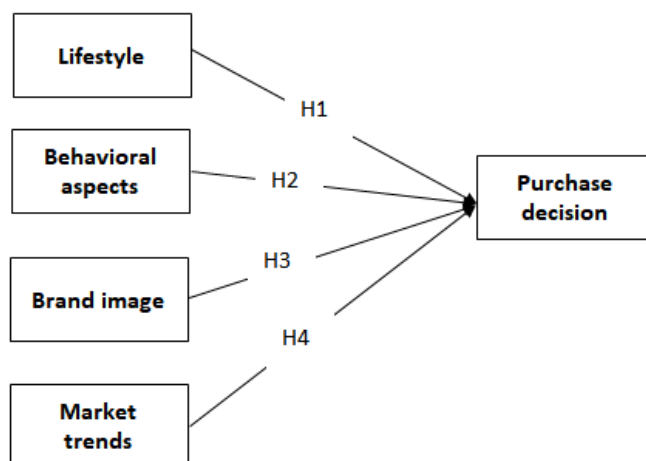


Figure 1: The Hypothetical Model

4.2. Questionnaire development

The questionnaire development is based on the standard methodology of skimming through the accessible scales and measurements, collecting expert comments through the specialists in the field, pre-testing of the questionnaire and subjecting it to the validation and reliability test through the pilot study (Chilisa, 2011). Self-administered questionnaire developed in this research had two sections: the initial segment designed to elicit the demographic details of the respondents (gender, age, education qualification, marital status, annual income of the family and geographical location), and the second part elicits quantitative information through the Likerts 5-point scale (5-strongly agree; 1-Strongly agree). The dimension of the study, meaning, contributing authors, and the sample item from questionnaire is as shown in the Table 1.

Table 1: The dimension, meaning, contributing authors and sample item from the questionnaire

Dimension	Meaning	Contributing authors	Sample item
1. Lifestyle	It refers to the activities, interests and opinions in connection to phones.	Bell (1958); Jain (2019); Kim et al., (2001); Quing et. Al., (2012); Vyncke (2002); Wells and Tigret (1971).	The latest features in the phone are very important to me.
2. Behavioral aspects	It refers to the decision process used for evaluating the goods in all stages from purchase to disposal.	Jain (2014); Luarn and Lin (2005); Nijssen et al., (2017); Mack and Sharples (2009) Premkumar and Rajan (2017); Rani (2014);	I spend a lot of time in comparing the cost and performance of various phones during purchase of new phone.
3. Brand image	It is the general beliefs, ideas and impressions held about a product by the consumer.	Aaker (1996); Kotler and Armstrong (2010); Filieri and Lin (2017); Huang and Sarigollu (2012); Kim and Min (2014); Maindoka et al., (2014); Macdonald & Sharp (2000); Waluya et al., (2019)	I believe that branded products have better quality.
4. Market Trends	It is the upward and downward movement of the market for a product/service and it may be due to the changes in	Anjana (2018); Kotler and Armstrong, (2010); Khuong&Duyen (2016); Osman (2012); Rani (2014)	I like to keep myself updated on the latest market trends specific to my current brand.

	technology, demand, saturation, emergence of substitute product, and absence of growth drivers.		
5. Purchase decision	It is the thought process of a consumer that leads from recognizing a need, developing alternatives, and choosing a specific product of a particular brand.	Adam and Akber (2016); Altekar&Keskar (2014); Foster (2016); Khuong&Duyen (2016); Prasad &Jha (2014)	I consider several brands before making the purchase decision.

4.3. Sample design

Samples were drawn from mobile users in Udupi District, Karnataka State of India. Convenience sampling was used as the method of sampling owing to the limited resources available and the time constraint. The data was collected electronically through Google Form - questionnaire from an online shopping database. The link for the questionnaire was communicated to 600 mobile users through social sites and 220 responses were received out of which 206 were selected as the rest were erroneous.

4.4. Pilot Study and Analysis

Content, construct and criterion validity of the questionnaire was undertaken through the standard procedure of pilot test using a sample size of 31. The data was subjected to confirmatory factor analysis and the original 25 items questionnaire was reduced to 15 items. This questionnaire was used for collecting primary data and information from the sample size of 206. The data thus collected was then analysed using SEM package Smart PLS[®] version 3.0. For the descriptive statistics SPSS IBM version 19 was used.

V. RESULTS AND DISCUSSIONS

The results are classified into two sections: Descriptive Statistics and Inferential statistics. While the former describes the data the latter tests the hypothesis.

5.1 Descriptive Statistics

The sample demographic characteristics are shown in the Table 2. It can be observed that the number of female responses (58.3%) has been higher than that of the male responses. In terms of age, the majority of the responses were from the age group of 30 to 39 years (30.1%) followed by the age group of 40 to 49 years of age (25.2%). Education wise the majority of the respondents were graduates (64.1%) followed by post-graduates (27.2%). In terms of the annual income of the families, majority were from middle-class income group (56.4%) followed by upper middle class income group (25.2%). There was almost equal distribution of respondents in terms of their geographic distribution. Thus, the sample has a fair representation from the different demographic characteristics.

Table 2: Demographic characteristics of the sample (N = 206)

Attributes	Frequency	%
Gender		

Male	86	41.7
Female	120	58.3
Age		
20 - 29 years	35	17.0
30 - 39 years	62	30.1
40 - 49 years	52	25.2
50 and above years	24	11.7
	33	16.0
Educational qualification		
Graduate	132	64.1
Post-graduate	56	27.2
PhD	5	2.4
Others	13	6.3
Annual income of the family		
Lower (less than 50,000)	23	11.2
Middle (50,000 - 25,00,000)	119	57.8
Upper Middle (25,00,000-50,00,000)	52	25.2
Elite (greater than 50,00,000)	12	5.8
Geographical location		
Urban	104	50.5
Rural	102	49.5

5.2 Inferential Statistics

Inferential statistics basically deals with hypothesis testing. There are two types of analyses involved in SEM which have

been discussed in the subsequent sections.

5.2.1 Measurement Model

The Cronbach's Alpha values ranging from 0.7 to 0.9 indicating a moderate to high level of acceptance in terms of the internal consistency of the data (Taber, 2018) (Table 3). The *composite reliability* values ranging from 0.7 to 0.8 confirming moderate reliability (Ahmad & Khairushalimi, 2016). Another measure of *composite reliability* usually considered in SEM analysis is Rho-A, the values of which are above 0.6 and can be considered acceptable (Rigdon, Ringle & Sarstedt, 2010). The *convergent validity* is measured in terms of standardized *factor loading* (FL) after reducing the items in the questionnaire (Table 4). The values of these factor loadings ranged from 0.6 to 0.9 indicating a good correlation between the factor and the observed variable. In addition to these measures of reliability and validity, *discriminant reliability* has to be tested which is a measure of how these factors are mutually exclusive of each other. This is because, if they are not mutually exclusive the items of measurement may measure same variable again and again, which is not useful. To meet this criterion, the square roots of *average variance extracted* of all the dimensions have to be greater than their respective correlation

between the remaining constructs. This is also confirmed in the present case as indicated in Table 4.

Table 3: Reliability and Validity Measures

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
APS	0.74	0.61	0.79	0.42
BHV	0.67	0.77	0.67	0.41
BRS	0.65	0.67	0.81	0.58
LFS	0.85	0.65	0.75	0.52
TRS	0.66	0.71	0.81	0.60

Table 4:

	APS	BHV	BRS	LFS	TRS
APS2	0.80				
APS4	0.67				
APS5	0.79				
BHV2		0.57			
BHV3		0.65			
BHV5		0.68			
BRS1			0.75		
BRS3			0.75		
BRS5			0.78		
LFS1				0.60	
LFS2				0.74	
LFS5				0.86	
TRS2					0.86
TRS3					0.85

TRS5					0.58
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values (Table 6 and Figure 3) indicate that all the four hypotheses are supported:

Table 5: Discriminant Validity

	APS	BHV	BRS	LFS	TRS
APS	0.65				
BHV	0.41	0.64			
BRS	0.56	0.38	0.76		
LFS	0.45	0.32	0.41	0.72	
TRS	0.47	0.31	0.53	0.54	0.78

5.2.2 Structural Model

The path coefficient values ranged from 0.1 to 0.3 (Figure 2) and the R-square value which indicates the influence of the exogenous variables on the endogenous variable is 41.2% (R-square cut off 10%; Rigdon, Ringle&Sarstedt, 2010). The t-

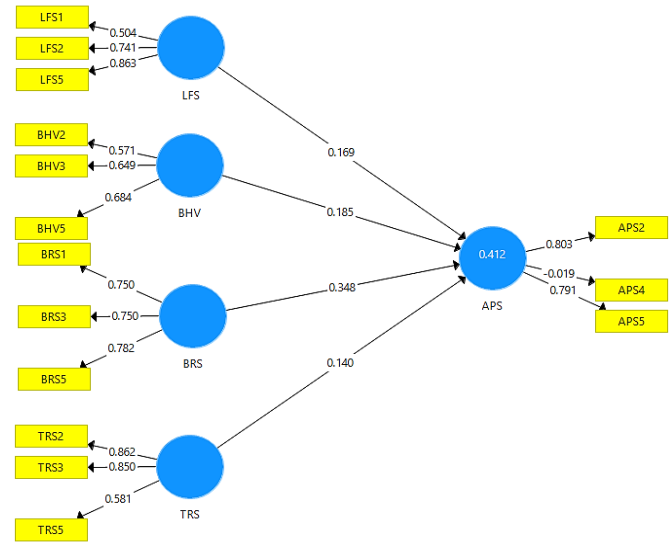


Figure 2: Path Model

Table 6: t-statistics

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
BHV -> APS	0.19	0.19	0.09	2.03	0.04	Supported
BRS -> APS	0.35	0.35	0.08	4.42	0.00	Supported
LFS -> APS	0.17	0.17	0.08	2.02	0.04	Supported
TRS -> APS	0.14	0.14	0.07	1.95	0.05	Supported

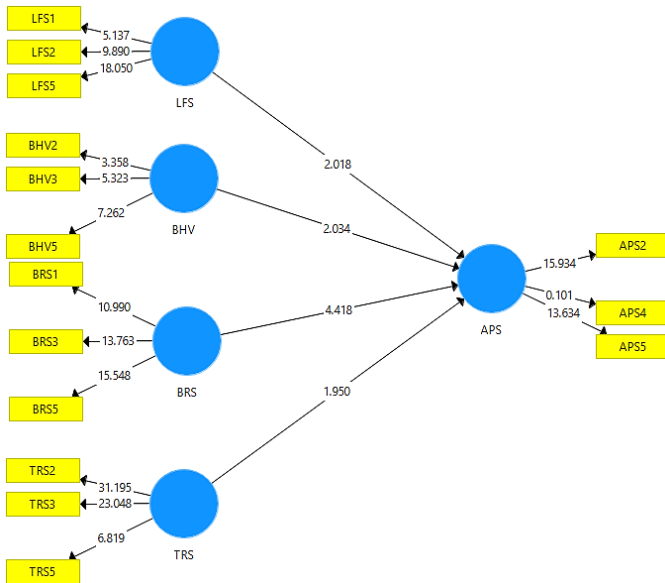


Figure 3: Structural Model

VI. DISCUSSIONS AND IMPLICATIONS OF THE STUDY

First of all, the study has revealed that *lifestyle* of the consumer has a significant positive relationship with *purchase decision* in the mobile purchase. This result is in agreement with some of the earlier findings in various other contexts of product and service purchase behaviour (e.g., Kim et al., 2001; Quing et. al, 2012; Vyncke, 2002). Castells et al., (2009) considers any purchase behavior in general, but mobile purchase in particular is mainly a personal expression of a person's lifestyle pattern. In a country like India the government also encourages the mobile culture to be introduced in the lifestyle itself through its initiatives such as digital India, make in India and relaxation of Foreign Direct Investment (FDI) norms (Vishesh et al., 2018). Further, social

networking, gaming, entertainment, building communities of practice, digital communication etc., has become a part of the lifestyle pattern and it has bearing on the purchase behaviour of an individual. Thus, the implication of the study, particularly to the marketing managers of mobile phone is to study the lifestyle patterns of the market population and support the applications and software of the mobile accordingly, which can definitely boost the sales. A detailed study of the AIO of the customers can help the manufacturers to customize their mobile phones to suit to the specific requirements of the customers and help them beat competition.

The study indicated that in the context of mobile purchase the *behavioral aspects* of the consumer have a significant positive relationship with the *purchase decision*. This result is in agreement with some of the earlier findings in various contexts of service and product based purchase behaviour studies (e.g., Jain, 2014; Luarn and Lin, 2005; Mack and Sharples, 2009; Nijssen et al., 2017; Premkumar and Rajan, 2017; Rani, 2014). Mathapati&Vidyavati (2016) have empirically proved that social, cultural, personal and psychological aspects have a control over the behavior of an individual which can have an influence on the purchase decision. Thus, marketing

managers need to focus on the behavioral patterns of the customers of mobile phone so that they can match the features of the mobile to these behavioral aspects. For instance, if the customers have a tendency to verify the after-sales service record provide such data easily so that they get convinced easily. Or, if the behavioral aspects of a particular segment indicates price sensitivity, then release only those variants which have competitive pricing.

Brand image has also been a significant indicator of *purchase decision* of the mobile user according to this study as a positive significant relationship has been established between these variables. This finding corroborates with some of the earlier studies in other contexts of product and service organizations (e.g., Kotler and Armstrong, 2010; Waluya et al., 2019; Maindoka et al., 2014; Macdonald & Sharp, 2000; Kim and Min, 2014). Theoretically speaking, brand image has its bearing on brand equity which decides the general perception of the customer about the brand and thus influence purchase behaviour (Zhang, 2015). It is a known fact that customer perception about the product makes the product sell better. Gronholdt, Martensen&Kristensen (2000) have proved that brand image can also increase customer satisfaction which in turn can influence purchase decision.

Implication of the study to the marketing managers is to enhance the functional, symbolic and experimental elements of the mobile so that it can build the brand image, thus contributing positively to the purchase decision. Marketing managers can also try establishing congruence between the customer's self-image and brand image of the mobile so that it can influence the purchase decision.

Finally, this study has established a significant relationship between *trends* of the mobile market and the *purchase decision*. This finding is in alignment with earlier finds on other product and service organizations (e.g., Anjana 2018; Khuong&Duyen 2016; Kotler and Armstrong, 2010; Osman, 2012; Rani 2014). With all the tools and techniques available in the market predicting the exact market trend is still a challenge. The experimentation based on trends have not always been successful. For instance, keeping technology as the backbone 'Motorola Moto E' by Sony Xperia E even with competitive pricing strategy could not produce the impact which it was intended to create (Giachetti, 2013). Another interesting case was that of Nokia mobile phone, which was once a market leader and a key member of GSM technology which was toppled both by iPhone which brought the mobile close to a computer and then the Samsung

through Android made Nokia lose the market despite the best of the market trend in the initial years (Lee, 2012). With all these uncertainties in the market trend study, as it is still a predictor of purchase decision of mobile phones the marketing managers should try with the best of the modelling and simulation techniques available in the market and study the market trends and use them to their advantage.

VII. CONCLUSIONS

Mobile technology has captured the market and it will remain to be the global mode of communication for several decades to come. While there are many studies which are focussed on the purchase behaviour of mobile phones not many are specific to the key dimensions which are specific to the mobile phone sales. This research has made an attempt to fill this gap.

The literature review has established the fact that lifestyles, brand image, behavioral aspects and market trend can be the predictors of purchase decision of mobile phones. Accordingly, this research has made the use of SEM technique to establish the relationship. Convenience based sample of 206 mobile users have been used as the data source for this

study. All the four hypotheses have been supported through the study results.

Lifestyles have always been the major predictor of purchase behaviour in many different contexts of service and product organizations. It has been justified through this research with empirical proof. The marketing managers should consider the lifestyle pattern of the customers such as the tendency to change the phone often, desire to upgrade, preference to replace than repair, desire to chase the modern trend, and habit of looking into the latest feature in a phone to gain the competitive advantage in the market.

Behavioral aspects have also emerged to be the predictor of purchase decision of mobile phones. In this connection, the marketing managers should focus on the tendencies of the customer to be keen on after-sales service, price sensitivity, image consciousness, cost versus performance comparison of various brands, decision making ability regarding the disposal of older phones. A clear-cut strategy which would act complementary to the behavioral pattern of the customers would help in gaining the larger market share.

Brand image of the phone also is a major predictor of the purchase decision of mobile phone. One of the successful strategies to build brand is to enhance the functional, symbolic and experimental elements of the mobile to strengthen the

brand image. Marketing managers can try the appropriate strategy which is convenient to their brand.

Market trend has also emerged out as a strong predictor of purchase decision of mobile phones. The marketing managers need to build their modelling and simulation techniques which can predict the future trend of mobile market and position them accordingly. Technology adoption and building competitive strategy has been the marketing trend which has been successfully used by the marketing managers, particularly in the mobile industry; however, product differentiation is also an important aspect of reaching the diversified customer base.

This research is quite timely in the sense that mobile market is now moving towards the saturation stage. Unless the manufacturers come out with the disruptive technologies with innovative products which can satisfy the needs of diversified customers, building and sustaining sales growth would be a difficult proposition in the mobile industry. The findings of this study could be of use to the academicians and the practitioners as it is based on the empirical evidence based on the most recent data.

The research limitation is mainly in the sample size; however, the bootstrapping technique of SEM provides the flexibility to extrapolate and it may be a major

limitation. Future researchers may extend the study with larger sample size and even cross-national databases. The research is based on only four major predictors of purchase decision of mobile phones. Even though these four factors have been carefully chosen based on an extensive literature review there are other factors which can be explored by the future researchers.

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