



THE VARIABLES THAT IMPACT THE CHOICE OF RETAIL FORMAT FOR CUSTOMERS (RESIDING AROUND THE SOUTH CITY MALL , KOLKATA) DURING THE PURCHASE OF MOBILE PHONES: AN EMPIRICAL ANALYSIS

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ABSTRACT:

Now-a-days many consumers are switching from landline phones to mobile phones especially to the smart phone version of it because of the world of benefits it is providing. Starting from online booking of L.P.G., groceries, vegetables to the payment of school, college fees, electricity bills, money transfer. A host lot of things one can do now-a-days through android phones which earlier could not be imagined. So, the variables that are affecting the purchase of mobile phone should be of immense importance to the respective manufacturers. In this present study a pilot survey was conducted among 20 respondents. From there it was found that mainly the consumers while purchasing mobile phones mainly considered the relationship with mobile seller, technical help that the salesperson could provide, features of the mobile phone, the distance the consumers travelled to purchase the mobile phone and the discount the salesperson is ready to provide. For this study 179 responses were collected from residents staying within 5km radius of South City Mall, Kolkata. The survey shows that mostly the demography of a customer and reliability and relationship with the mobile seller effects the choice of retail outlet during the purchase of mobile phone. This study comes under scope of consumer behaviour.

KEYWORDS:

CONSUMER, DISCOUNT, MOBILE PHONE, SALESPERSON, TECHNICAL HELP.

1. INTRODUCTION

World has changed ever the first mobile came in 1973. Its cost was \$4000 USD. It weighed 2.4 pounds and was a huge status symbol at that time. Two years later the first mobile phone call was made on UK soil. But it wasn't until 1989 that phones began to shrink in size with the Motorola Micro Tac, a flip phone small enough to fit inside a shirt pocket. It was 1992 , the mobile phone was used for other

than business purposes. It was due to mass production that the price of mobile phone decreased. Consumers became obsessed with mobile phones when the later came with camera. The option to video call in 2003 and the touch screen in 2007 made the product much more popular. 4G services introduced in 2013 immensely improved the video calling and video streaming capabilities. Still researches are carried on to provide better and improved consumer service to mobile users.

2. LITERATURE SURVEY (TABLE 1)

Sl. No.	Name of the article	Name of the Journal	Name of the authors	Year	Conclusions
1.	Online Shopping: A Case Study	Journal of Xidian University	Deeksha Kumari	2020	The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient.
2.	A study on customer buying behavior towards mobile phones in Bhubaneswar	Science, Technology and Development	Debasish Rout, SomabhusanaJanakiballav Mishra, Dr RanjanKantha, Sameeran Thakur	2020	The study shows that price, brand, qualityand features of the main points considered while purchasing a mobile phone.

3.	A Study of consumers purchasing behavior towards mobile phones with special reference to Bilaspur city of Central India.	Journal of Xi'an University of Architecture & Technology	PreetamSahu, Dr.ArchanaAgrawal	2020	The main factors for the selection of particular model of cell phone by the consumers were electronic billboards, affiliated videos of cell phone, best seller and word of mouth.
4.	FACTORS AFFECTING CONSUMER BUYING BEHAVIOR TOWARDS MOBILE PHONES	Journal of Management (JOM)	Vishesh, Prof Sanjiv Mittal, Dr Shivani Bali	2018	The findings showed that "Speed & Performance" has the highest positive impact on the satisfaction followed by "brand & advertising" and "recommendations & reviews".
5..	Factors Affecting Smartphone Purchase Decisions of Generation-Y	The Journal of Contemporary Issues in Business and Government	NushratShabrin ,SarodKhandaker ,Saad Bin AbulKashem ,Chan Kit Hie, Teresa Susila	2017	This study shows that social influence, product feature, and brand image have significant positive impacts on the smartphone purchasing decisions
6.	Factors Affecting Smartphone Purchase Decision: An Empirical Study	International Journal of Engineering Research & Technology	Dr.MeenakshiKatyal 1	2017	Features of the smart phone and loyalty towards the manufacturer determines the purchase intention among the customers of smart phones.
7.	Mobile Shopping Consumers' Behavior: An Exploratory Study and Review	Journal of T Jou Journal Of Theoretical And Applied Electronic Commerce Research arch	VaggelisSaprikis, AngelosMarkos, Theodora Zarm pouand Maro Vlachopoulou	2017	This study shows that perceived usefulness and enjoyment emerged as the most informative variables that positively affect behavioral intention.
8.	A study of customer buying behavior towards mobile phones with special reference to Value+ store, Nashik	www.researchgate.com	HetalBhinde, Shrinivas V. Joshi	2017	Most of the consumers purchase the mobile phones due to their functions, quality and price.
9.	A STUDY ON BUYING BEHAVIOR IN SELECTING MOBILE PHONES WITH REFERENCE TO TIRUPUR CITY	International Journal For Innovative Research In Multidisciplinary Field	K.PRABHA KUMARI	2017	In case of choosing mobile phone brands, mostly considered factors by customers include physical attributes, pricing, charging and operating facilities, size and weight.
10.	Factors Influencing Purchasing Intention of Smartphone among University Students	Procedia Economics And Finance	Azira Rahim, SitiZaharahSafin, Law KuanKheng, NurliyanaAbas, SitiMeriam Ali	2016	The result shows that three variables that are product features, brand name and social influence have significant relationship with the intention to purchase smart phones.
11.	The effect of mobile retailing on consumers' purchasing experiences: A dynamic perspective	Computers In Human Behavior	EleonoraPantano, Constantinos-VasiliosPriporas	2016	This research mainly concentrates on shift of the consumers from e-shopping to mobile shopping

12.	Influencing factors on consumer buying behaviour of smart phones – a research on the buying behaviour of young consumer in Kathmandu, Nepal	Bachelor's thesis ,Turku university of applied sciences	SabnamShrestha	2016	The study shows that price plays no factor during the purchase of mobiles.Majority of the consumers purchased their smartphones from authorized retailer, because of trust factor as seller from authorized retailer are considered to be more knowledgeable.
13.	A study on consumer buying behavior of mobile phones	Journal of Management in Practice	DeepikaGanlari, Pradeep Kr. Deka and ChandanDutta	2016	The study pointed out that smartphone manufacturing companies build their brand image by producing good quality products, providing good after sales service and offering competitive pricing.
14.	Consumer Buying Behavior of Mobile Phone Devices	Journal of marketing and consumer research	MesaySata	2013	The study shows clearly that consumer's value price followed by mobile phone features as the most important variable amongst all when they go for a mobile phone purchase decision
15.	The Customer-salesperson Relationship and Sales Effectiveness in Luxury Fashion Stores: The Role of Self Monitoring	Journal of Global Fashion Marketing	Jieun Kim, JaeEun Kim &Kim K.P. Johnson	2010	Participants credited their salesperson with influencing their purchase decision as well as tended to be satisfied with their purchase decision when they thought they had a strong social relationship with a salesperson.

Research gap:

The above researches have been done without any reference to economic classes of the respondents. This study has attempted to do a research on variables affecting purchase of mobile across three economic classes.

3. OBJECTIVES OF THE RESEARCH

1. To study the variables that effect the choice of mobile phones during the purchase of the said product among the consumers residing within 5km radius around South City Mall , Kolkata.

2. To study (in case of purchase of mobile phones) whether any difference in gender, age, income, highest qualification and profession of the respondents effect the choice of mobile phone .

3.1. RESEARCH QUESTION

3.1.1Do 'the distance travelled by the customer to purchase the mobile phone' effect the choice of retail outlet from where the mobile is purchased?

3.1. 2.Do 'the relationship of the mobile seller with the customer while purchasing the mobile phone' effect the choice of retail outlet from where the mobile is purchased?

3.1.3. Do 'the technical help from the mobile seller while purchasing the mobile phone' effect the choice of retail outlet from where the mobile is purchased?

3.1. 4. Do 'the features of the mobile phone' effect the choice of retail outlet from where the mobile is purchased?

3.1. 5. Do 'the discount provided by the mobile seller while purchasing the mobile phone' effect the choice of retail outlet from where the mobile is purchased?

3.1. 6. Do the gender, age, income, highest qualification and profession of the respondents effect the choice of mobile phone?

4. METHODOLOGY

A field survey was carried out amongst different consumers residing within 5km around South City Mall. Since the study involved three income groups, so for middle and higher income groups face to face interview was carried out. Due to Lock down of 2020, in the later stage of the study a few interviews were carried out via video call. For lower income group the researcher visited a local club at the back of South City Mall. The respondents from local slam area had visited that club. Those respondents were interviewed by the researcher.

4.1. SAMPLE SIZE

A total of 187 respondents were interviewed using structured and unstructured questions. Amongst the aforesaid 41 are from lower income group, 51are from middle income group and 87 are from higher income

group.

4.2. SAMPLING TECHNIQUE USED

The respondents were selected on the basis of convenience sampling. Convenience sampling is a non-probability sampling technique in which respondents are selected because of their convenient accessibility and proximity to the researcher. This method seemed acceptable and appropriate taking into account the exploratory nature of the study.

4.3. DATA COLLECTION

Both primary and secondary data were collected for the study.

Secondary data related to the growth of organized retail were collected from retail related publications published by different websites, journals and books.

Primary data were collected using structured and unstructured questions in a questionnaire.

The lower income group respondents were all interviewed in a local club room behind South City Mall.

4.4. RESEARCH INSTRUMENT

One set of structured and unstructured questions were developed on the basis of the review of the literature survey of secondary data .For the purpose of pre-testing the questionnaires, a pilot survey was conducted among 10 respondents. As an outcome of the pilot study, some of the questions were amended. The modified versions of questionnaires were finally administered amongst there spondents.

Most of the questions were based on 5-point Likert scale. The 5-point Likert scale used in this study extended from 'very unimportant (1)' to 'very important (5)'.

4.5. DATA ANALYSIS

For analyzing the data, chi square test was conducted. Throughout the study for the analysis part likelihood ratio, phi and Cramer's V were used. Data analysis was done using SPSS 14.

5. ANALYSIS

Total one seventy nine (179) respondents participated in the survey. There was no missing value.

5.1. GENDER BASED CATEGORIZATION (TABLE 3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	76	42.5	42.5	42.5
	Female	103	57.5	57.5	100.0
	Total	179	100.0	100.0	

42.5% of the respondents are male and the rest are female.

5.2. CATEGORIZATION ON THE BASIS OF AGE (TABLE 4)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24 years	22	12.3	12.3	12.3
	25 to 44 years	89	49.7	49.7	62.0
	45 to 64 years	51	28.5	28.5	90.5
	65 to 74 years	13	7.3	7.3	97.8
	75 and above	4	2.2	2.2	100.0
	Total	179	100.0	100.0	

Majority (49.7%) of the respondents are from the age group of '25 to 44 years', while 28.5% of the respondents are from the age group of '45 to 64 years'.

5.3. CATEGORIZATION ON THE BASIS OF EDUCATION (TABLE 5)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than class 10	15	8.4	8.4	8.4
	passed class 10	3	1.7	1.7	10.1
	passed class 12	12	6.7	6.7	16.8
	graduation	44	24.6	24.6	41.3
	postgraduation	74	41.3	41.3	82.7
	professional degree	31	17.3	17.3	100.0
	Total	179	100.0	100.0	

Most of the respondents of this survey are 'post graduates'. They are closely followed by 'graduates'.

5.4. CATEGORIZATION ON THE BASIS OF OCCUPATION (TABLE 6)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	22	12.3	12.3	12.3
	homemaker	37	20.7	20.7	33.0
	service	78	43.6	43.6	76.5
	businessman	8	4.5	4.5	81.0
	professional	21	11.7	11.7	92.7
	retired person	13	7.3	7.3	100.0
	Total	179	100.0	100.0	

Most of the respondents of this survey are in 'service', remotely followed by 'homemakers'.

5.5. CATEGORIZATION ON THE BASIS OF FAMILY INCOME (TABLE 7)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than rs.25000/-	41	22.9	22.9	22.9
	rs25000 to 75000/-	51	28.5	28.5	51.4
	more than 75000	87	48.6	48.6	100.0
	Total	179	100.0	100.0	

Most of the respondents of this survey are from 'higher income group'.

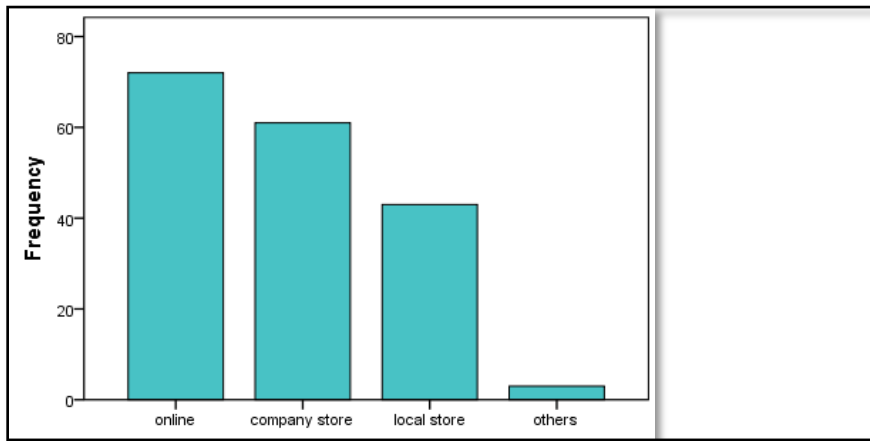
5.6. CATEGORIZATION ON THE BASIS OF NUMBER OF FAMILY MEMBERS (TABLE 8)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 family member	3	1.7	1.7	1.7
	2 family member	24	13.4	13.4	15.1
	3 family member	36	20.1	20.1	35.2
	4 family member	67	37.4	37.4	72.6
	5 family member	36	20.1	20.1	92.7
	more than 5 family member	13	7.3	7.3	100.0
	Total	179	100.0	100.0	

Mostly the lower income groups belong to 'family with 4 members', closely followed by the ones who belong to 'families with 5 members'.

5.7 FROM WHERE MOBILE WAS PURCHASED (TABLE 9)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	online	72	40.2	40.2	40.2
	company store	61	34.1	34.1	74.3
	local store	43	24.0	24.0	98.3
	others	3	1.7	1.7	100.0
	Total	179	100.0	100.0	

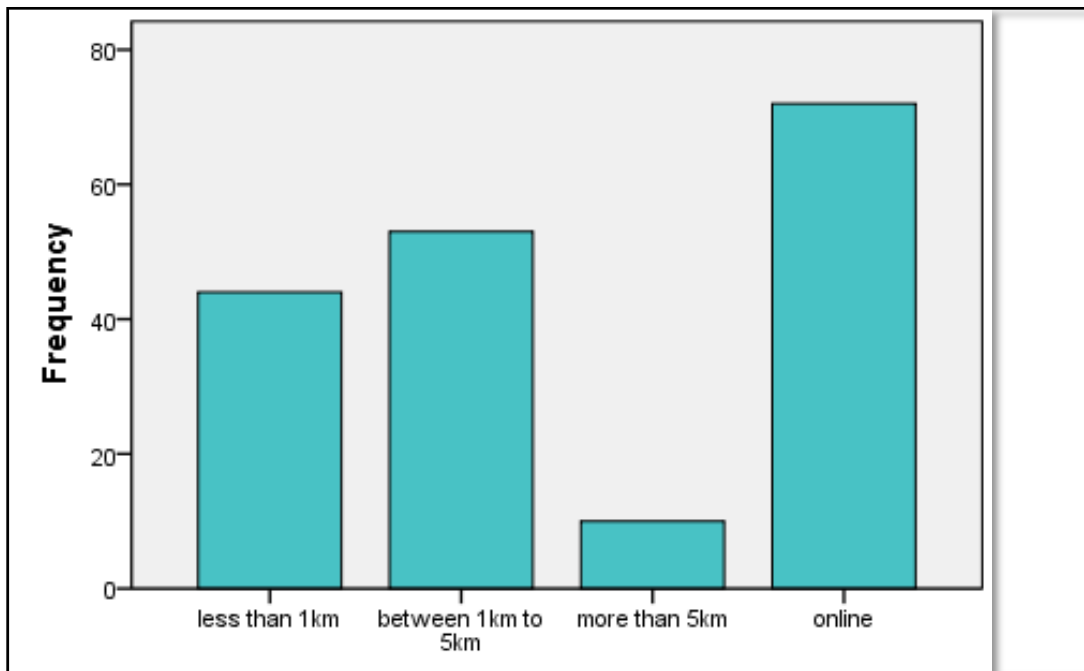


(FIGURE: 1)

It can be seen that most of the respondents have bought mobile phones from 'online' stores, which was closely followed by 'company stores'.

5.8. DISTANCE TRAVELLED TO PURCHASE THE MOBILE PHONE (TABLE 1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1km	44	24.6	24.6	24.6
	between 1km to 5km	53	29.6	29.6	54.2
	more than 5km	10	5.6	5.6	59.8
	online	72	40.2	40.2	100.0
	Total	179	100.0	100.0	



(FIGURE: 2)

Most of the respondents have purchased mobile from 'online' stores but the ones who have purchased from physical stores, mainly have not travelled 1to 5km. It is closely followed by 'less than 1 km'.

5.9. RELATIONSHIP WITH THE MOBILE SELLER (TABLE 11)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	52	29.1	29.1	29.1

	unimportant	1	.6	.6	29.6
	neutral	58	32.4	32.4	62.0
	very important	68	38.0	38.0	100.0
	Total	179	100.0	100.0	

Most of the respondents found relationship with the mobile seller very important. They were closely followed by the respondents, who thought relationship with the mobile seller very unimportant or unimportant.

5.10. IMPORTANCE OF FEATURE OF THE MOBILE (TABLE 12)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	8	4.5	4.5	4.5
	unimportant	2	1.1	1.1	5.6
	neutral	6	3.4	3.4	8.9
	important	16	8.9	8.9	17.9
	very important	147	82.1	82.1	100.0
	Total	179	100.0	100.0	

Most of the respondents thought feature of the mobile to be very important .

5.11. TECHNICAL HELP FROM THE MOBILE SELLER (TABLE 13)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	24	13.4	13.4	13.4
	unimportant	2	1.1	1.1	14.5
	neutral	30	16.8	16.8	31.3
	very important	123	68.7	68.7	100.0
	Total	179	100.0	100.0	

To most of the respondents the technical help from the mobile seller was of utmost importance.

5.12. IMPORTANCE OF DISCOUNT DURING PURCHASE OF MOBILE PHONE (TABLE 13)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	10	5.6	5.6	5.6
	neutral	57	31.8	31.8	37.4
	very important	112	62.6	62.6	100.0
	Total	179	100.0	100.0	

To most of the respondents discount is very important.

6. HYPOTHESIS TESTING

6.1. NULL HYPOTHESIS:

There is no relation between distance travelled and choice of retail format from where the mobile is purchased.

Alternate hypothesis: There is a relation between distance travelled and choice of retail format from where the mobile is purchased.

Since more than 25% cells have value less than 5, Likelihood ratio was taken. Here likelihood value is more than .000. So, null hypothesis is rejected and alternate hypothesis is accepted. So, there is a relation between choice of retail format and distance travelled to purchase the mobile.

6.2. Null hypothesis: There is no relation between the

choice of retail format from where the mobile is purchased and relationship of the customer with the mobile seller.

Alternate hypothesis: There is a relation between the choice of retail format from where the mobile is purchased and relationship of the customer with the mobile seller.

Here Pearson Chi square value is more than .004. So, null hypothesis is rejected and alternate hypothesis is accepted. So, there is a relation between choice of retail outlet and relationship of the customer with the mobile seller.

6.3. Null hypothesis: There is no relation between the choice of retail format from where the mobile is purchased and the technical help received from the mobile seller.

Alternate hypothesis: There is a relation between the

choice of retail format from where the mobile is purchased and the technical help received from the mobile seller.

Here Pearson Chi square value is .002. So, null hypothesis is rejected and alternate hypothesis is accepted. So, There is a relation between technical help from the mobile seller and the retail format from where the mobile is purchased.

6.4. Null hypothesis: There is no relation between the choice of retail format from where the mobile is purchased and features of the mobile.

Alternate hypothesis: There is a relation between features of the mobile and the retail format from where the mobile is purchased.

Since more than 20% cells have count value less than 5. Likelihood ratio was taken. Here likelihood value is more than .000. So, null hypothesis is rejected and alternate hypothesis is accepted. There is a relation between features of the mobile and the retail format from where the mobile is purchased.

6.5. Null hypothesis: There is no relation between discount on the mobile provided and the retail format from where the mobile is purchased.

Alternate hypothesis: There is a relation between discount on the mobile provided and the retail format from where the mobile is purchased.

Since more than 20% cells have count value less than 5. Likelihood ratio was taken. Here likelihood value is more than .019. So, null hypothesis is rejected and alternate hypothesis is accepted. There is a relation between discount on the mobile provided and the retail format from where the mobile is purchased.

6.6 Null Hypothesis: There is no relation between choice of retail outlet and gender of the respondents.

Alternate Hypothesis: There is a relation between choice of retail outlet and gender of the respondents.

Since more than 20% cells have count value less than 5. Likelihood ratio was taken. Here likelihood value is .192. So, null hypothesis is accepted. There is no relation between choice of retail outlet and gender of the respondents.

6.7. CHOICE OF RETAIL OUTLET AGEWISE

Null Hypothesis: There is no relation between choice of retail outlet and age of the respondents.

Alternate Hypothesis: There is a relation between choice of retail outlet and age of the respondents.

Here Pearson chi square value is .002. So, null hypothesis is rejected and alternate hypothesis is accepted. There is a relation between choice of retail outlet and age of the respondents.

6.8. CHOICE OF RETAIL OUTLET ACCORDING TO HIGHEST QUALIFICATION OF THE RESPONDENTS

Null Hypothesis: There is no relation between choice of retail outlet and education of the respondents.

Alternate Hypothesis: There is a relation between choice of retail outlet and highest qualification of the respondents.

Since more than 20% cells have count value less than 5. Likelihood ratio was taken. Here likelihood value is .001. So, null hypothesis is rejected. There is a relation between choice of retail outlet and highest qualification of the respondents.

6.9. CHOICE OF RETAIL OUTLET INCOME WISE

Null Hypothesis: There is no relation between choice of retail outlet and income of the respondents.

Alternate Hypothesis: There is a relation between choice of retail outlet and income of the respondent.

Here Pearson chi square value is .000. So, null hypothesis is rejected. There is a relation between choice of retail outlet and total family income of the respondents.

6.10 Null Hypothesis: There is no relation between choice of retail outlet and occupation of the respondents.

Alternate Hypothesis: There is a relation between choice of retail outlet and occupation of the respondents.

Since more than 20% cells have count value less than 5. Likelihood ratio was taken. Here likelihood value is .016. The same is the result of Cramer’s V and Phi. So, null hypothesis is rejected. There is a relation between choice of retail outlet and occupation of the respondents.

6.11 Null Hypothesis: There is no relation between choice of retail outlet and number of family members of the respondents.

Alternate Hypothesis: There is a relation between choice of retail outlet and number of family members of the respondents.

Since more than 20% cells have count value less than 5. Likelihood ratio was taken. Here likelihood value is .767. So, null hypothesis is accepted. There is no relation between choice of retail outlet and number of family members of the respondents.

SUMMARY OF THE ANALYSIS (TABLE 24)

<u>Sl.No.</u>	<u>Null Hypothesis</u>	<u>Conclusion</u>
<u>1</u>	There is no relation between distance travelled and choice of retail format from where the mobile is purchased.	<u>Null Hypothesis is rejected</u>
<u>2.</u>	There is no relation between the choice of retail format from where the mobile is purchased and relationship of the customer with the mobile seller	<u>Null Hypothesis is rejected</u>
<u>3.</u>	There is no relation between the choice of retail format from where the mobile is purchased and the technical help received from the mobile seller	<u>Null Hypothesis is rejected</u>

4.	There is no relation between the choice of retail format from where the mobile is purchased and features of the mobile	<u>Null Hypothesis is rejected</u>
5.	There is no relation between discount on the mobile provided and the retail format from where the mobile is purchased	<u>Null Hypothesis is rejected</u>
6.	There is no relation between choice of retail outlet and gender of the respondents.	<u>Null Hypothesis is rejected</u>
7.	There is no relation between choice of retail outlet and age of the respondents.	<u>Null Hypothesis is rejected</u>
8.	There is no relation between choice of retail outlet and highest qualification of the respondents	<u>Null Hypothesis is rejected</u>
9.	There is no relation between choice of retail outlet and income of the respondents.	<u>Null Hypothesis is rejected</u>
10.	There is no relation between choice of retail outlet and occupation of the respondents	<u>Null Hypothesis is rejected</u>
11.	There is no relation between choice of retail outlet and number of family members of the respondents	<u>Null Hypothesis is accepted</u>

INTERPRETATION

1. The distance covered in order to purchase the mobile phone, the features of the mobile phone, the relationship of the customer with the mobile phone seller, technical help received from the mobile phone seller and the discount given by the mobile phone seller had influenced the respondents of this survey while they were purchasing mobile phone.

2. Gender, age, highest qualification, occupation and income of the respondents effects the choice of retail outlet while purchasing the mobile phone.

3. Amongst all the factors studied only number of family members of the respondents bears no relation to the choice of retail outlet while purchasing the mobile phone.

CONCLUSION

The survey shows that mostly the demography of a customer and reliability and relationship with the mobile seller effects the choice of retail outlet during the purchase of mobile phone .These findings can be useful to the managers of mobile manufacturing companies, managers of retail outlets selling mobile phones and also for the small local shops that sales mobile phones. From this study they can understand the customers better and so henceforth serve the later better.

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