

# Research and referencing

[Business](#), [Marketing](#)



Research and Referencing Summary In this competitive age, mobile phone plays a very vital role in the lives of human beings in order to make their professional communication extremely easy and quick. So, it attained an integral position in human lives as compared to many other essential materials. But, the market of mobile phone is becoming highly competitive day by day and therefore in order to increase the total sales and profitability, maximum extent of the organizations used varied types of advanced technologies and features. Moreover, in spite of advanced features, the mobile phone devices are made of extremely trendy design and size so as to persuade the target customers to purchase the specific brand as compared to competitors within the region of Hawassa. This might prove effective for the mobile phone selling organization to amplify its customer base and loyalty in the market among others.

Consumer behaviour is a very important term for the industry players of mobile phone segment in this era as it solves all the queries related to buying such as taste and preference of the customers, price margin, feasible time of purchase, the effective ways followed at the time of purchasing and the specific reasons for purchasing etc. If all the above mentioned queries might be analysed and evaluated by the marketer or the entrepreneur of a mobile phone, then the demand and total sales of the product lines might get increased as compared to their rival players. Certain other factors that influence the buying behaviour of a customer are individual and environmental (Sata, 2013). Among individual factors such as knowledge, perception, personality, attitude, life style etc offers high influence at the time of purchasing. Similarly, environmental factors like social class, culture,

family etc also need to be determined at the time of launching or developing a specific mobile phone device. Thus, from the above mentioned points, it might be clearly analysed that the prime factors that affect consumer buying decision are price, social factors, durability, brand name, features of the product and after sales services offered by the organization.

(Source: Sata, 2013)

So, maximum extent of the organizations offers more concentration over customers changing preferences and income range.

#### Reference

Sata, M. (2013). Factors Affecting Consumer Buying Behavior of Mobile Phone Devices. *Mediterranean Journal of Social Sciences*, Vol, 4 (12).