
IMPACT OF BEHAVIORAL AND PSYCHOGRAPHIC FACTORS WHILE PURCHASING MOBILE

Author Details:

Author 1: Vaibhavi Rajesh Zatale

MBA II Year Student, Marketing + Finance Specialization

Department of M.B.A

P.R. Pote college of Engineering and Management, Amravati

Email Id: vaibhavizatale401@gmail.com

Author 2: Prof. P. W. Nimbhorkar

Assistant Professor

Department of M.B.A

P.R. Pote college of Engineering and Management, Amravati

Email Id: pwnimbhorkar@prpoteatilengg.ac.in

Abstract

This study aims to examine the impact of behavioral and psychographic factors on mobile phone purchase decisions among young consumers in Amravati City. In today's digital environment, mobile phones are an important part of everyday life for young people. Due to the availability of many brands and models, young consumers carefully evaluate various factors before purchasing a mobile phone. Behavioral factors such as usage habits, brand preference, price sensitivity, and product features, along with psychographic factors like lifestyle, personality, attitudes, and personal values, strongly influence their buying decisions. Understanding these factors helps marketers and companies better meet the needs of young consumers.

The research adopts a descriptive research design to study the purchasing behavior of young consumers in Amravati City. Primary data were collected through a structured questionnaire from 100 young consumers of Amravati City, selected using the convenience sampling technique. Secondary data were gathered from books, journals, and previous research studies related to behavioural factors such as brand preference, usage pattern, price sensitivity, and product features, as well as psychographic factors including lifestyle, personality, attitudes, and personal values. The collected data were analysed using simple statistical tools such as percentage analysis, mean, median, and graphical representation.

The findings of the study indicate that both behavioural and psychographic factors play a vital role in influencing mobile phone purchase decisions among young consumers. Features such as camera quality, battery life, storage capacity, and performance emerged as key behavioural determinants.

Keywords: Lifestyle, Personality, Values and Beliefs, Interests, Features, Brand Loyalty, Price,

1. Introduction

In today's digital era, the mobile phone has become an essential part of daily life. Earlier, mobile phones were mainly used for making calls and sending messages. However, with technological advancement, they have transformed into powerful devices that support communication, education, business activities, entertainment, online shopping, banking, and social networking. For the young generation, a mobile phone is not just a basic necessity; it also represents their lifestyle, personality, and social identity. Young consumers often use their mobile phones to express their preferences, interests, and status in society.

The youth of Amravati city, similar to young consumers in other parts of India, use mobile phones extensively for various purposes such as studying online, social media engagement, gaming, digital payments, and accessing information. The rapid growth of internet usage and social media platforms has increased their dependence on mobile phones. As a result, mobile phones have become one of the most important consumer products in today's market, especially among young buyers who are tech-savvy, brand-conscious, and highly influenced by trends.

Behavioural factors play a significant role in shaping consumer purchase decisions. These factors include usage patterns, brand loyalty, frequency of mobile phone replacement, decision-making style, and level of involvement in the buying process. Some consumers show strong loyalty toward a particular brand and prefer purchasing the same brand repeatedly, such as Apple, Samsung, or OnePlus. On the other hand, some consumers like to experiment with different brands to experience new features and technologies. Understanding these behavioural patterns helps marketers develop effective strategies to attract new customers and retain existing ones.

Psychographic factors focus on the inner characteristics of consumers, such as their values, attitudes, interests, lifestyle, and personality traits. These factors provide deeper insight into why consumers prefer certain brands or models. For instance, a young consumer who values creativity and social media presence may prefer a smartphone with advanced camera features and stylish design. In contrast, a consumer who values practicality and efficiency may focus more on battery life, durability, and price. Psychographic analysis helps marketers understand consumer preferences beyond age, income, or gender.

In a growing city like Amravati, young consumers are increasingly exposed to global trends through social media, online advertisements, and influencers. They actively compare different brands, read online reviews, seek recommendations, and follow digital content before making a purchase decision. This makes them well-informed and independent decision-makers. Therefore, studying their behavioural and psychographic influences provides valuable insights into mobile phone buying behaviour in semi-urban markets.

The main objective of this study is to analyse the impact of behavioural and psychographic factors on mobile phone purchasing decisions among young consumers in Amravati city. The study examines behavioural aspects such as brand loyalty, usage habits, spending patterns, and decision-making styles, along with psychographic aspects such as lifestyle, personality, interests, and attitudes. By combining both perspectives, the study aims to understand how emotions, self-image, and social influence affect mobile phone choices.

This research contributes to the field of consumer behaviour by highlighting that purchase decisions are not always purely rational. Many decisions are influenced by emotions, personal identity, and social belonging. Today, mobile phones act as an extension of an individual's identity and self-expression. Understanding these psychological and behavioural factors can help marketers design better products, create effective promotional strategies, and build long-term relationships with young consumers.

2. Research Problem Definition

The growing use of smartphones among young consumers has made mobile phones an essential part of their lifestyle. With numerous brands and models available, purchase decisions are no longer based only on technical features or price. Instead, behavioural aspects like peer influence, brand loyalty, and social trends, along with psychographic factors such as personality, lifestyle, and attitudes, play a major role. However, there is limited understanding of how these factors actually shape young consumers' buying behaviour in cities like Amravati. This creates a need to explore what motivates their choices and how emotional or psychological elements affect their decisions. Understanding these influences can help marketers design better strategies and connect effectively with young buyers. Therefore, the study focuses on identifying the behavioural and psychographic determinants that impact mobile phone purchase decisions among young consumers in Amravati City.

3. Review Of Literature

1. Deepika Ganlari, Pradeep Kr. Deka, and Chandan Dutta (2016):

The study shows that how consumers in India buy mobile phones, considering both external and internal factors. Cultural, social, and demographic aspects, along with personal traits like perception, motivation, and attitude, influence buying decisions. Brand image, technical features, and after-sales service were important for consumers. They concluded that Indian buyers are brand-conscious, price-sensitive, and motivated by quality and social influence.

2. Dr. S. K. Kaushal and Rakesh Kumar (2016):

This research studied eight factors affecting smartphone buying: price, product features, relative advantage, convenience, compatibility, brand name, dependency, and social influence. Regression analysis showed that compatibility, dependency, and social influence had the strongest effect on purchase intention. The study emphasized that smartphones are more than communication tools and are now essential in daily life.

3. Senthil K. Nathan et al. (2023):

The study examined how young consumers decide to buy smartphones, influenced by brand loyalty, product features, price, lifestyle, and marketing. Brand image and trust are important for long-term consumer relationships. Technological innovation and attractive design strongly influence initial buying decisions. The researchers highlighted those multiple factors together shape consumer preferences.

4. Md. Rakibul Hafiz Khan Rakib (2022):

The study looked at what influences young consumers when buying smartphones. Product features, brand image, price, and social influence were found to be the main factors. The pandemic increased dependence on smartphones for education and communication. Advanced features and strong brand reputation became more important. The research suggests that marketers should adjust their strategies for the post-pandemic market.

5. Nikita Fulzele and Soham Chirde (2022):

This study examined how smartphone buying affects social life. Key factors influencing purchases were brand, features, price, and consumer attitude. Brand image and product features were especially important, while income and peer influence also mattered. Young consumers are attracted to camera quality, design, and innovation. The authors concluded that companies focusing on quality, branding, and affordability can capture the youth market effectively.

6. Karthik Raja S. and Dr. Nithyashankar (2021):

The research studied what drives young consumers to buy smartphones. Price, brand, design, and features were the most influential factors, with price and product features being the strongest motivators. After-sales service and social influence had less impact. Youth often consider brand image, durability, and technological innovation when choosing smartphones. The study highlighted that understanding these factors helps marketers design better strategies to attract and retain young buyers.

7. Bringula (2018):

The study examined what influences online smartphone purchases. Company-related, personal, and technical factors were considered. Trust and security were found to be the most important factors for buying online. Price mattered at first but became less important when personal factors were included. Quality had little effect. The research highlighted that consumer trust and perceived security are key for e-commerce decisions.

8. Kaushal & Kumar (2016):

This study looked at eight main factors affecting young consumers' smartphone purchase intentions: price, features, relative advantage, convenience, compatibility, brand name, dependency, and social influence. Compatibility, dependency, and social influence were the most significant factors. The research showed that social and technological adaptability are important in buying decisions. Gender differences mattered only for convenience.

9. M. Prasanna Mohan Raj & Mohammed Sait A. K. (2015):

The study explored young Indian smartphone users using the VALS (Values and Lifestyle) framework. Young adults were found to be tech-savvy, early adopters, and variety seekers who see smartphones as both a necessity and a lifestyle symbol. Personality, attitudes, and lifestyle strongly influence brand preference. The research identified eight consumer groups with unique motivations. Brands like Apple and Samsung appeal to tech-driven users, while Micromax and Nokia attract value-conscious buyers.

10. Dr. S. Gnanalakshmi (2020):

The study examined how young adults in Indian cities decide to buy smartphones. Buying decisions are influenced not only by functional needs but also by lifestyle, brand consciousness, and social identity. Students focus on price, affordability, and value-for-money features like battery, RAM, and durability. Employed young adults show more brand loyalty, preferring brands like Samsung, Apple, or OnePlus for prestige and reliability. The research shows both rational and emotional factors shape smartphone purchases.

4. Objectives of the Study

1. To understand behavioral factors affecting mobile purchase decisions.

This objective studies how consumer behaviour like brand loyalty, past experience, usage pattern, and buying frequency influence mobile phone purchase.

2. To examine psychographic factors influencing mobile buying.

This includes lifestyle, personality, values, interests, and social status that affect the choice of mobile phones.

5. Research Methodology

The study followed a descriptive research design as it aimed to describe and analyse the influence of behavioral and psychographic factors on mobile phone purchasing decisions among young consumers. The sample universe included young consumers in Amravati City, and the population consisted of students, working youth, and young professionals residing in the city. A sample size of 100 respondents was selected for the study, and a convenience sampling technique was used for selecting the respondents.

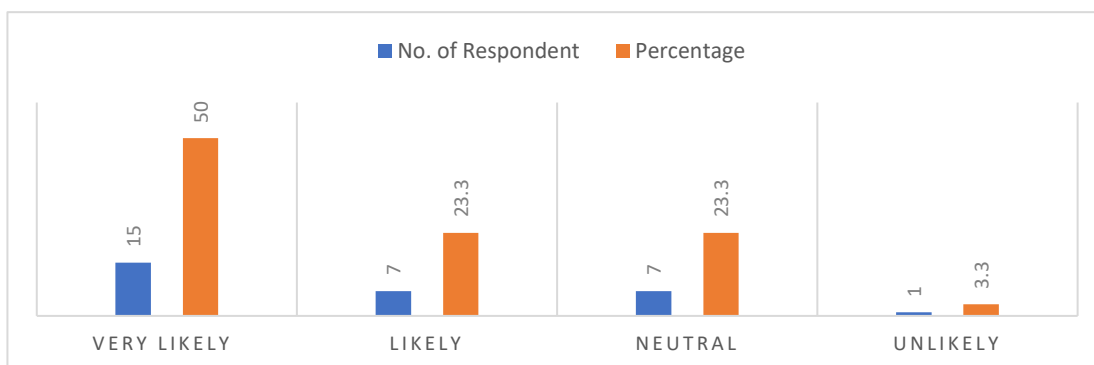
For the data collection methods, both primary and secondary data were used. Primary data were collected through a simple questionnaire-based survey conducted among young consumers in Amravati City. Secondary data were gathered from books, research journals, websites, and previous studies related to consumer behaviour and mobile phone marketing trends. The main tool of data collection was a structured questionnaire survey.

For the tools of data evaluation, the collected data were presented in tabular and graphical formats using Excel software. Descriptive statistical tools such as mean, percentage, and frequency distribution were used to summarize and analyse the responses of the respondents.

6. Data Analysis and Interpretation

Q1. How likely are you to repurchase the same mobile phone brand?

Option	No. of Respondents	Percentage
Friends	15	50%
Family Members	7	23.3%
Online reviewers	7	23.3%
Salesperson	1	3.3%
Total	30	100%

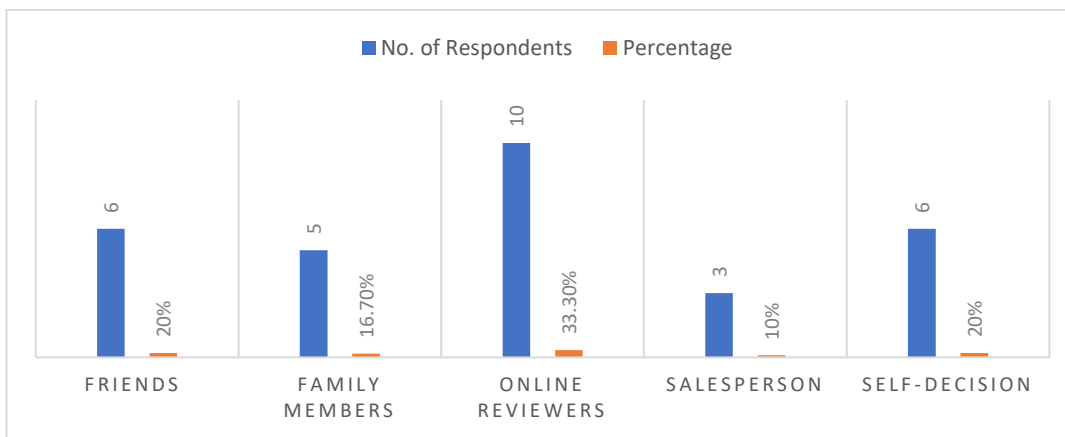


(Sources: - Primary Data)

Interpretation: The data indicates that a majority of respondents (50%) are very likely to repurchase the same mobile phone brand, followed by 23.3% who are likely to do so. Additionally, 23.3% of respondents expressed a neutral opinion, reflecting moderate brand attachment, while only 3.3% were unlikely to repurchase. This shows that most consumers have a positive inclination towards their current brand, indicating strong brand loyalty and satisfaction.

Q.2 Whose opinion influences you the most while purchasing a mobile phone?

Option	No. of Respondents	Percentage
Friends	6	20%
Family Members	5	16.7%
Online reviewers	10	33.3%
Salesperson	3	10%
Self-Decision	6	20%
Total	30	100%



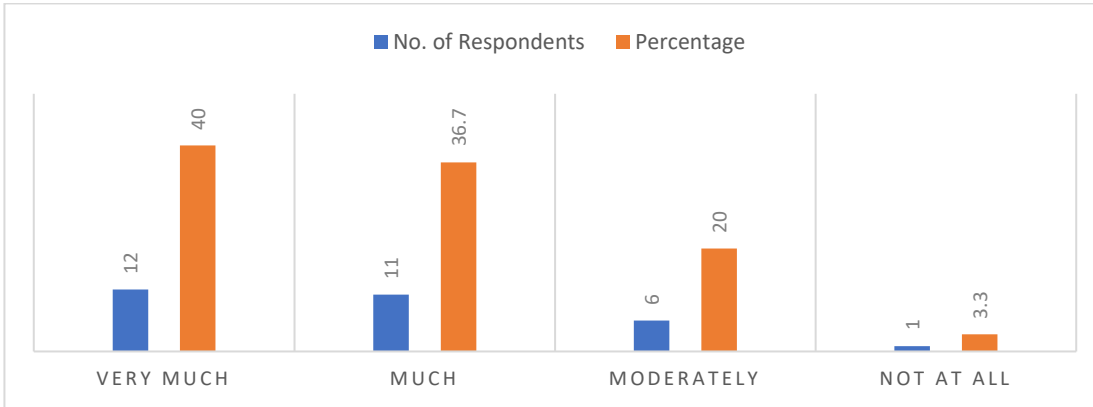
(Sources: - Primary Data)

Interpretation: The data indicates that the highest proportion of respondents (33.3%) are influenced by online reviewers, highlighting the growing impact of digital platforms. Additionally, 20% rely on friends and another 20% prefer self-decision, while 16.7% are influenced by family members. Only 10% depend on salesperson opinions. This suggests that digital sources and personal networks play a more significant role in shaping consumer buying behaviour than traditional sales interactions.

Q.3 How much do mobile phones contribute to enhancing your social image?

Option	No. of Respondents	Percentage
Very Much	12	40%
Much	11	36.7%
Moderately	6	20%
Not at All	1	3.3%

Total	30	100%
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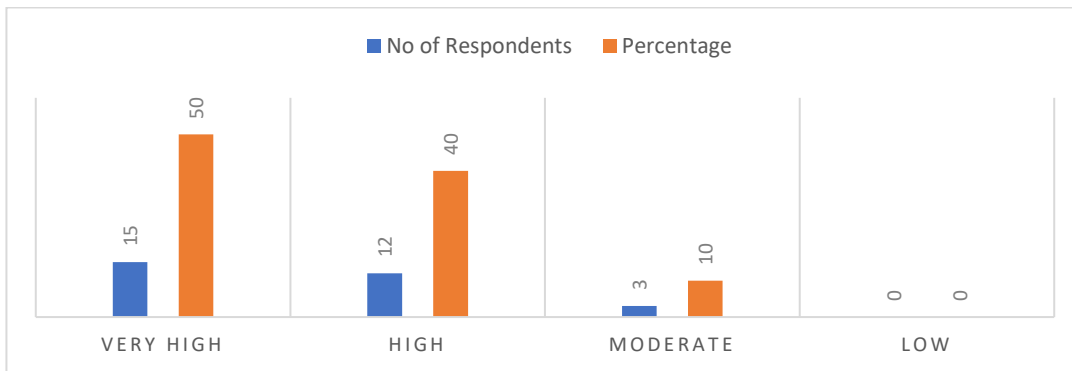
(Sources: -

Primary Data)

Interpretation: The data indicates that a majority of respondents believe mobile phones play a significant role in enhancing their social image, with 40% stating “very much” and 36.7% indicating “much.” Additionally, 20% consider it moderately important, while only 3.3% feel it has no contribution at all. This suggests that mobile phones are not only used for communication but also serve as a reflection of an individual’s lifestyle, personality, and social identity.

Q.4 How would you rate the overall influence of behavioural factors product features, price, brand, offers on your mobile phone purchase?

Option	No of Respondents	Percentage
Very High	15	50%
High	12	40%
Moderate	3	10%
Low	0	0%
Total	30	100%



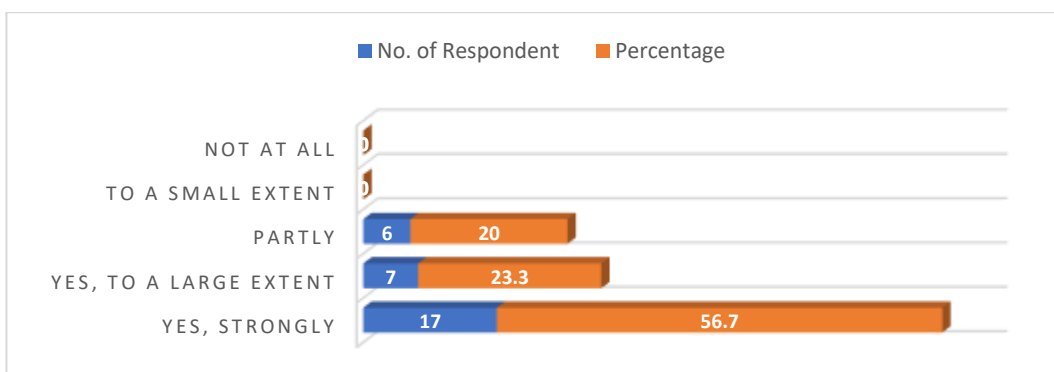
(Sources: -

Primary Data)

Interpretation: The data indicates that 50% of the respondents rated the influence of behavioral factors as very high, followed by 40% who rated it as high and 10% as moderate. No respondents considered the influence to be low. This shows that a vast majority (90%) of respondents perceived behavioral factors such as product features, price, brand, and offers to have a strong impact on their mobile phone purchase decisions. It highlights the significant role these factors play in shaping consumer preferences.

Q.5 Do you believe that your mobile phone brand choice is mainly driven by psychographic factors lifestyle, personality, values?

Option	No. of Respondent	Percentage
Yes, strongly	17	56.7%
Yes, to a large extent	7	23.3%
Partly	6	20%
To a small extent	0	0%
Not at all	0	0%
Total	30	100%



(Sources: - Primary Data)

Interpretation: The data indicates that a majority of respondents believe their mobile phone brand choice is influenced by psychographic factors such as lifestyle, personality, and values, with 56.7% strongly agreeing and 23.3% agreeing to a large extent. Additionally, 20% feel it is partly influenced, while no respondents reported a small or no influence. This shows that psychographic factors play a significant role in shaping consumers' brand preferences.

7. Findings of the Study

- The study reveals that most respondents show strong intention to repurchase the same mobile phone brand, indicating a high level of brand loyalty among consumers.
- Only a very small group of respondents expressed unwillingness to repurchase the same brand, which suggests overall customer satisfaction with their current brand.
- Online reviewers emerged as the most influential source of information in the mobile phone purchase decision process.
- Friends and self-decision also play an important role in influencing purchase decisions, reflecting the impact of peer groups and individual preferences.
- Family members have moderate influence, while salespersons have comparatively lower impact on purchase decisions.
- A majority of respondents believe that mobile phones significantly contribute to enhancing their social image.
- Mobile phones are perceived not only as communication devices but also as symbols of lifestyle, personality, and social identity.
- Behavioral factors such as product features, price, brand image, and promotional offers strongly influence the purchase decision of consumers.
- Technical and product-related aspects are considered highly important by almost all respondents, showing that consumers are rational and information-driven.
- Psychographic factors such as lifestyle, personality, and personal values play a major role in determining mobile phone brand choice, highlighting the importance of consumer behavior and psychological aspects in marketing.

8. Conclusion

The study concludes that mobile phone purchasing behavior is strongly influenced by both behavioral and psychographic factors. Consumers demonstrate high brand loyalty and show a strong likelihood of repurchasing the same brand, indicating satisfaction and trust. Digital platforms, especially online reviews, play a crucial role in shaping purchase decisions, reflecting the growing impact of technology and social media. Moreover, mobile phones are viewed as status symbols that enhance social image and reflect personal identity. Product features, brand image, price, and promotional strategies significantly affect buying behavior, while lifestyle, personality, and values further guide brand preference. Overall, the findings highlight that mobile phone buying decisions are a combination of rational evaluation and psychological influence, making consumer behaviour a key factor for marketers in designing effective strategies.

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