



**A STUDY ON PURCHASING BEHAVIOUR OF MOBILE PHONE  
CONSUMERS IN PUTTLAM DISTRICT**

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## Abstract

Mobile phones, a rarity in many developing countries at the turn of the century, now seem to be everywhere. The mobile revolution is transforming livelihoods, helping to create new businesses, and changing the way we communicate. Mobile phone has diverse usages to different users in accordance with their necessities. With dramatic increase in mobile phone usage in recent years, people take into account various factors while they decide purchasing a mobile phone.

This study has put effort to study on customer purchase behavior towards mobile phones in Puttalam District. For this study data were collected through a survey by distributing questionnaire for 200 respondents. Sample of mobile phone customers was selected randomly in Puttalam District. Collected data were analyzed using the SPSS 19.0 software.

The study examined the influence levels of marketing mix factors and buyers characteristic elements among mobile phone consumers in Puttalam District. According to the analysis, result showed that the level of marketing mix factors among mobile phone consumers in Puttalam District is high. And also the level of buyer's characteristics elements among mobile phone consumers in Puttalam District is high. The study found that there is significant different of marketing mix factors by religion of consumers. Although there is not significant different of marketing mix factors by gender, civil status, age level, education level, occupation and monthly income.

Further the study found there is significant different of buyers characteristic elements on civil status of consumers and also there is significant different of buyers characteristic elements on the religion of consumers. But there is not significant different of buyers characteristics elements by gender, age level, education level, occupation and monthly income. Therefore to achieve competitive market advantage and to provide satisfactory service to customers, this study provides valuable insights to the marketers on the purchasing behavior of mobile phone customers in Puttalam District.



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