

**FACTORS INFLUENCING THE PURCHASING DECISIONS OF
CONSUMERS ON THE PURCHASE OF MOBILE PHONE IN
BATTICALOA DISTRICT**

1334

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ABSTRACT

Nowadays Mobile phone becomes an important item in our daily life. Mobile phone markets are one of the most unstable market atmospheres nowadays due to increased competition and change. Thus, the growing concern requires the marketers to strictly look at consumer buying decision process and more focus on the factors such as Prices, Perceived quality, Perceived sacrifice, Perceived value, and Purchase intention that subsequently determine willingness to purchase between different mobile phones. This study focused on identifying the factors influencing the purchasing decision of consumers on the purchase of mobile phone in Batticaloa district.

This study considers two variables such as marketing mix and Demographic factor. The Marketing mix variable includes four dimensions such as product, price, place and promotion. The demographic factor includes four dimensions such as cultural factor, personal factor, social factor and psychological factor.

Quantitative methodology has been applied for this research and questionnaires were used to collect data. 200 questionnaires were issued and collected data were analyzed. Based on the indicators the questions were developed in the questionnaire. The questions were measured through Likert scale method. Random sampling was used to select the informants.

This study found that there is influence of marketing mix and demographic factor on mobile phone purchase. Research found that marketing mix highly influence on mobile phone purchase and moderate level influence on demographic factor. In addition, the study offers suggestions and recommendations to the mobile phone marketers in the Batticaloa district. Therefore the marketers in order to increase their profit and survey the mobile phone market.

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