

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



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FCM1405



Project Report  
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**2014**

## ABSTRACT

Nowadays mobile phone becomes an important item in our daily life. Mobile phone markets are the most unstable market. Atmospheres nowadays due to increased competition and change thus, the growing concern requires the marketers to sickly look at consumer buying decision.

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.160 questionnaire 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 used to select the informants.

This study found that there is influence of marketing mix and demographic factors 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 recommendation to the mobile phone marketers in the Ampara district. Therefore the marketers in order to increase their profit and survey the mobile market.

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