

## **A study of factors influencing purchase of mobile phones with reference to Mumbai city**

\* Pooja Ramchandani,\*\*Rupali Sharma

### *Abstract*

*With the increasing penetration of mobile phones among the people in the country, it has become the most used tool for communication. In the current highly competitive mobile phone market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's. There are various studies conducted to identify factors that make companies better than their competitors in influencing the customers purchase decision. The study attempts to identify the frequency of purchase of new mobile phones, reasons for buying new phones and the various factors influencing the purchase of mobile phone in the Mumbai city.*

**Keywords:** Mobile phone, consumer buying behavior, mobile phone features

---

\*Asst. Prof, H. R. College of Commerce, Mumbai

\*\*Student, H. R. College of Commerce, Mumbai