

SHODH SAMAGAM

ISSN : 2581-6918 (Online), 2582-1792 (PRINT)



Mobile Phone Buying Behaviour among College Students: An Analysis of Attitudes and Preferences

Bainy George, Department of Commerce
St. Johns College, Anchal, Kollam, Kerala, INDIA
Sarun S.G., Ph.D., Department of Commerce
Govt. College, Attingal, Kerala, INDIA

ORIGINAL ARTICLE



Authors

Bainy George
Sarun S.G., Ph.D.

E-mail : bainymanoj@gmail.com

shodhsamagam1@gmail.com

Received on : 07/07/2026
Revised on : 08/09/2026
Accepted on : 17/09/2026
Overall Similarity : 03% on 09/09/2026



Plagiarism Checker X - Report

Originality Assessment

3%

Overall Similarity

Date: Sep 9, 2026 (07:02 AM)
Matches: 62 / 2018 words
Sources: 7

Remarks: Low similarity detected, consider making necessary changes if needed.

Verify Report:
Scan this QR Code



ABSTRACT

Mobile phones are one among the most essential and widely used electronic device among the technological innovations. Attitude of consumers includes perception, overall evaluation and behavioural tendency towards a particular brand. Attitude of an individual is influenced by various factors such as social, economic, cultural and psychological aspects. Consumers attitude plays an important role in purchasing decisions, brand preference and satisfaction. This study, consumer attitude towards mobile phone brands among college students is essential due to the importance of mobile phones among college students. The study attempts to identify the brand preferences of students, the factors influencing their purchase decisions, and their level of satisfaction with the mobile phones they use. Overall, the findings suggest that college students are more concerned with the functional quality, durability, technological features and affordability of mobile phones than with brand image alone.

KEY WORDS

Attitude, Brand Preference, Mobile Phone, Price, Buying Behaviour.

INTRODUCTION

Human life style and communication patterns have been drastically influenced by the emergence of advanced technology and digital transformation. Mobile phones are one among the most essential and widely used electronic device among the technological innovations. The evolution of mobile phones was drastic, from basic communication devices to sophisticated smart gadgets offering multiple functions such as internet access, social networking, online learning, digital payments, entertainment and business operations. In the

field of mobile phone industry, there is continuous innovation, rapid product development and intense competition among domestic and international brands. To withstand and capture share in the competitive market, leading brands such as Apple, Samsung, Viva, Oppo etc introduce new models with advanced and improved features with impressive pricing strategies. So understanding consumers attitude and behavior regarding the purchase of different mobile phone brands becomes essential for manufacturers and marketers.

Attitude of consumers includes perception, overall evaluation and behavioural tendency towards a particular brand. Attitude of an individual is influenced by various factors such as social, economic, cultural and psychological aspects. Consumers attitude plays an important role in purchasing decisions, brand preference and satisfaction. Consumers purchase decision is influenced by various factors such as product quality, price, advertisement, after sales service etc. Among various consumer groups, college students represent a significant segment due to their high usage of mobile phones for their academic and personal purposes.

Key Factors Influencing Purchase Decisions

Key Factors	Evidence from Literature
Product features	(Aakash & C, 2025), (Alkemega & Ramadhan, 2023)
Brand attitude	(Sharma et al., 2013), (Shrestha, 2024), (Shastry & Anupama, 2021)
Peer pressure & Social influence	Oyedele & Goenner, 2023)
Quality & Status	(Dergol-Dery, 2017)
Price	(Rashid et al., 2020), (Cheng & Cheng, 2013), (Aakash & C, 2025), (Salamat & Hidayati, 2021), (Alkemega & Ramadhan, 2023) (Liu, 2022)

Significance of the Study

College students form a significant segment of mobile phone users and their preferences and attitudes towards mobile phone brands are influenced by several factors such as brand image, price, product features, quality, peer influence and promotional activities. This study, consumer attitude towards mobile phone brands among college students is essential due to the importance of mobile phones among college students. The study attempts to identify the brand preferences of students, the factors influencing their purchase decisions, and their level of satisfaction with the mobile phones they use.

Methodology

The study was conducted to examine the attitude and buying behaviour towards mobile phones among college students in Kollam District, Kerala. The study adopted a descriptive research design. Primary data were collected from 100 college students using a structured questionnaire. The respondents were selected through purposive sampling, based on their relevance to the objectives of the study. The questionnaire covered demographic characteristics, brand preference, usage patterns, factors influencing mobile phone brand choice, satisfaction, price and promotional influences, and brand loyalty. The collected data were coded and analysed using Statistical Package for the Social Sciences (SPSS). Descriptive statistical tools, particularly frequency, percentage, mean and standard deviation, were used to analyse and interpret the data.

Objectives

1. To examine the attitude of college students towards mobile phones.
2. To identify the factors influencing the buying behaviour and brand choice of mobile phones among college students.
3. To assess the satisfaction and brand loyalty of college students towards their current mobile phones.

Analysis and Interpretation

Table No.1: Demographic characteristics of respondents

Variables	Category	No. of Respondents	Percentage
Gender	Male	34	34
	Female	66	66
Age	18-20	67	67
	21-23	27	27
	Above 23	06	06
Course of study	Under graduate	85	85
	Post graduate	15	15
Year of study	First Year	11	11
	Second year	42	42
	Third Year	47	47
Stream of study	Arts	20	20
	Science	19	19
	Commerce	61	61

(Source: Primary Data)

The above table indicates that 66% of the respondents were female and 34% were male. Most of the respondents (67%) belonged to 18-20 years age group, followed by (27%) in the 21-23 years category. Regarding the stream of study, Commerce students (61%) constituted the largest group, followed by Arts (20%) and Science (19%). In terms of educational level, the majority (85%) were undergraduate students, while (15%) were postgraduate students.

Table No.2: Brand Preference of the respondents

SL No.	Brands	Respondents	Percentage
1	Samsung	32	32
2	Apple	25	25
3	Xiaomi	8	8
4	Vivo	10	10
5	Oppo	6	6
6	Oneplus	6	6
7	Realme	9	9
8	Other	4	4
	Total	100	100

(Source: Primary Data)

Majority of the respondents chose Samsung as their preferred brand.

Fig. 01

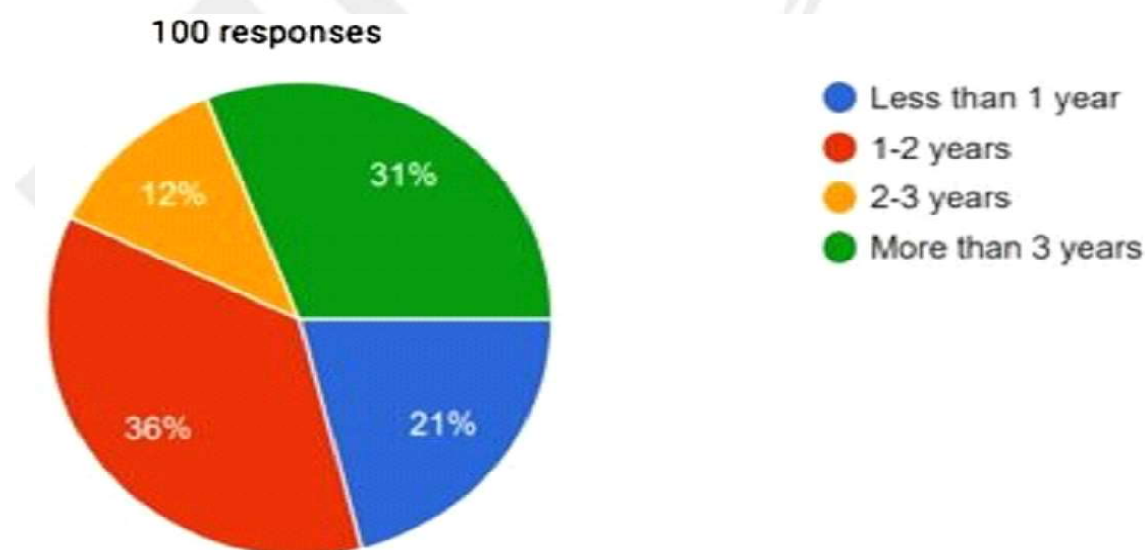


Table No.3: How long respondents have been using the current mobile phone

SL No.	Years	Respondents	Percentage
1	Less than 1 year	21	21
2	1-2 years	36	36
3	2-3 years	12	12
4	More than 3 years	31	31
	Total	100	100

(Source: Primary Data)

Above table displays that majority of the respondents (36%) were using their current mobile phone for 1-2 years and 31 percentage for more than 3 years.

Table No.4: How did the respondents came to know about their mobile phone brand

SL No.	Particulars	Respondents	Percentage
1	Advertisement	17	17
2	Friends / Relatives	32	32
3	Social media	28	28
4	Online Reviews	23	23
	Total	100	100

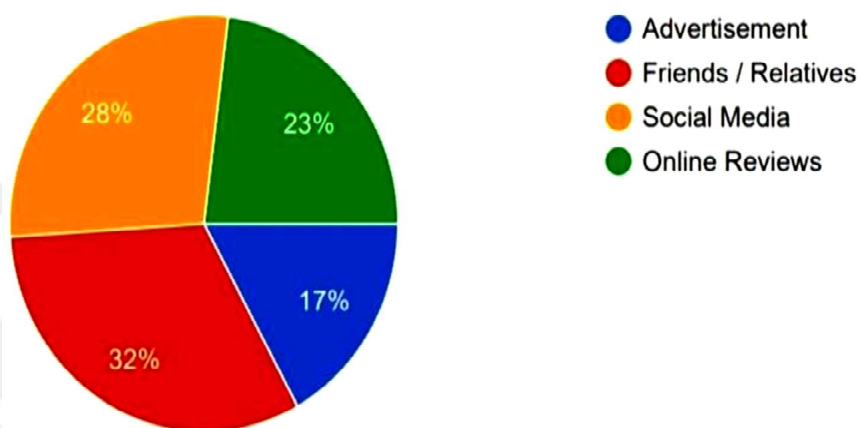
(Source: Primary Data)

32% of respondents were influenced in their purchase of Mobile phones from their Friends and Relatives. 28% were influenced in their purchase by the Social media.

Table No. 5: Preference of Price Range while buying a mobile phone

SL No.	Particulars	Respondents	Percentage
1	Below ₹10,000	2	2
2	10,000-20,000	51	51
3	₹20,000-40,000	30	30
4	Above ₹40,000	17	17
	Total	100	100

(Source: Primary Data)



Factors Influencing Brand Choice

Price range of Rs 10,000-20,000 was preferred by 51% of the respondents.

Table No.6: Factors Influencing Brand Choice.

SL No.	Factors	N	Mean	S.D
1	Price	100	3.57	0.913
2	Features and Technology	100	4.34	0.781
3	Camera Quality	100	4.11	0.875
4	Battery Life	100	4.16	0.907
5	Brand image	100	3.44	0.808
6	Quality and Durability	100	4.42	0.755

(Source: Primary Data)

The findings indicate that product-related factors are more influential than brand-related factors in determining respondent's mobile phone brand choice. Quality and durability (4.42) emerged as the most important factor, followed by features and technology (4.34), battery life (4.16), and camera quality (4.11). In comparison, price (3.57) and brand image (3.44) have relatively lower influence. This suggests that respondents tend to give greater importance to the functional performance, quality, and technological features of a mobile phone when selecting a brand.

Table No.7: Satisfaction of respondents with regard to their current mobile phones

SL No.	Factors	N	Mean	S.D.
1	Performance	100	3.71	1.076
2	Meet their expectations	100	3.49	0.926
3	Value for money	100	3.70	0.916
4	Overall satisfaction	100	3.83	0.865

(Source: Primary Data)

The findings indicate that respondents have a generally positive level of satisfaction with their current mobile phones. The highest response is observed in terms of overall satisfaction (3.83), followed by performance (3.71) and value for money (3.70). The comparatively lower score for meeting expectations (3.49) suggests that there is some scope for mobile phone brands for improvement to meet customer's expectations.

Table No.8: Impact of Price and Promotional activity

SL No.	Factors	N	Mean	S.D.
1	Compares prices before buying	100	3.43	0.998
2	Discount and offers	100	3.76	0.842
3	Prefer affordable phones rather than premium bands	100	3.62	0.826
4	Advertisement influences	100	3.23	0.920
5	Social Media reviews	100	3.43	0.946

(Source: Primary Data)

Among the factors studied, discounts and offers have the strongest influence, followed by preference for affordable phones. Advertisements have the least influence, suggesting that respondents may rely more on price-related benefits and product-related information than on advertisements when making their purchase decisions.

Table No.9: Brand Loyalty

SL No.	Factors	N	Mean	S.D.
1	Prefer to buy same brand again	100	3.09	1.12
2	Replacement of mobile phones when it becomes damaged	100	3.94	0.839
3	Loyal to their mobile	100	3.43	0.967
4	Recommend their brand to others	100	3.39	1.043

(Source: Primary Data)

The findings indicate a moderate level of brand loyalty among the respondents. While respondents show a relatively stronger tendency to replace their mobile phones when damaged, their willingness to repurchase the same brand and recommend it to others is comparatively lower. The relatively higher standard deviation for "Prefer to buy same brand again" (1.12) suggests greater variation in respondents' opinions.

CONCLUSION

The study concludes that college students have a generally positive attitude towards mobile phones, and their buying behaviour is influenced by product quality, technological features, price, social influence and promotional activities. Quality and durability were found to be the most important factors influencing brand choice, followed by features and technology, battery life and camera quality. Friends and relatives were the major source of information about mobile phone brands, followed by social media. The respondents also expressed a generally positive level of satisfaction with their current mobile phones, particularly with regard to overall satisfaction, performance and value for money.

The study further reveals that discounts and offers have a considerable influence on student's purchase decisions, whereas advertisements have comparatively less influence. The respondents demonstrated a moderate level of brand loyalty, with relatively lower willingness to repurchase the same brand or recommend it to others.

Overall, the findings suggest that college students are more concerned with the functional quality, durability, technological features and affordability of mobile phones than with brand image alone. Therefore, mobile phone companies should focus on improving product quality and features, offering competitive prices and attractive promotional schemes, and strengthening their engagement through social media and other relevant communication channels to attract and retain college student consumers.

BIBLIOGRAPHY

1. Aakash, P. & C, S. C. (2025). Analyzing Consumer Behavior in The Mobile Phone Industry. *EPRA International Journal of Economics Business and Management Studies*, 179. <https://doi.org/10.36713/epra25400>, Accessed on 02/07/2026.
2. Alkemga, S. & Ramadhan, M. F. (2023). Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Iphone (Studi Kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Bandar Lampung). *Jurnal EMT KITA*, 7(2), 462–472. <https://doi.org/10.35870/emt.v7i2.1113>.
3. Cheng, H. P. & Cheng, H. T. (2013). The influence of brand and price on purchase intention of mobile phone in the case of Taiwan college students. *Applied Mechanics and Materials*, 411–414, 2326–2329. <https://doi.org/10.4028/www.scientific.net/amm.411-414.2326>, Accessed on 25/06/2026.
4. Dergol-Dery, M. (2017). Investigating the factors that determine tertiary students brand choice of mobile phones in northern Ghana. *International Journal of Information and Communication Sciences*, 2(2), 24. <https://doi.org/10.11648/j.ijics.20170202.12>.
5. Liu, Y. (2022). Consumer preference and Marketing of Smart Phone for college students. *BCP Business & Management*, 28, 319–326. <https://doi.org/10.54691/bcpbm.v28i.2394>.
6. Rai, B.; Dahal, R. K. & Ghimire, B. (2022). Factors affecting smartphone purchase decisions of consumers. *Management Dynamics*, 25(2), 13–22. <https://doi.org/10.3126/md.v25i2.57423>.
7. Sharma, S.; Gopal, V. & Sharma, N. (2013). Factors influencing the mobile phone purchase - a study on the College Students of Delhi NCR. *Global Journal of Enterprise Information System*, 5(1), 24–26. <https://doi.org/10.18311/gjeis/2013/3142>.
8. Shastry, V. S. & Anupama. (2021). Consumer Attitude and their Purchase Intention: A Review of Literature. *International Review of Business and Economics/International Review of Business and Economics*, 5(2), 50–72. <https://doi.org/10.56902/irbe.2021.5.2.3>.
9. Shrestha, S. K. (2024). Unveiling Smartphone Brand Switching: Insights from Consumer Behavior Analysis. *International Journal of Applied and Advanced Multidisciplinary Research*, 2(5), 381–394. <https://doi.org/10.59890/ijaamr.v2i5.1830>.
10. Strayhorn, T. L. (2025). College Students' Use and Perceptions of Artificial intelligence (AI): A survey study. *Journal of College Student Development*, 66(3), 319–326. <https://doi.org/10.1353/csd.2025.a962923>.
