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A STUDY ON THE KEY FACTORS INFLUENCING MOBILE PHONE PURCHASE DECISION AMONG THE GENERATION Y AND Z WITH REFERENCE TO RAJKOT CITY

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ABSTRACT

The main purpose of this research paper is to examine the customers' buying behaviour regarding mobile phones. It helps to know which factors are more influential when consumer purchases a new Mobile phone. The fast advancement of mobile phone technology and the evolving preferences of consumers have significantly influenced purchasing decisions for Mobile phones, particularly among Generation Y (Gen. Y) (Millennials- 1981 to 1996) and Generation Z (Gen. Z) (1997 to 2012). This study aims to examine the key factors that impact mobile phone buying decisions among these age groups, with a specific focus on consumers in Rajkot City of Gujarat State. The research explores various factors such as brand perception, price sensitivity, technological features, social influence, and marketing strategies. A mixed-method approach, including surveys and statistical analysis, is used to gather insights from respondents within the target population. The findings of this study provide valuable insights for mobile phone producing companies, retailers, and marketers in understanding consumer behavior and optimizing their strategies to cater to the preferences of young consumers.

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INTRODUCTION

The rapid evolution of mobile phone technology has significantly transformed consumer behavior, particularly among Gen. Y (Millennials) and Gen. Z. These digitally savvy generations rely heavily on smartphones for communication, entertainment, social networking, and online transactions, making mobile phones an essential part of their daily lives. With an increasing number of brands and models available in the market, understanding the key factors influencing their purchase decisions becomes crucial for manufacturers and marketers. This study aims to examine the primary determinants—such as brand perception, price sensitivity, technological features, social influence, and marketing strategies—that drive mobile phone purchasing behavior among young consumers in Rajkot City. By analysing these factors, the research seeks to provide valuable insights for businesses to develop targeted strategies that align with the preferences and expectations of these influential consumer segments.

Conceptual Framework

Mobile Phone: It is an electronic device. It is portable device that allows users to make & receive calls, messaging services, access internet services, and so on.

Key Factors of Mobile Phone

Performance & Specifications

- **Processor & RAM:**It determines speed and multitasking efficiency (e.g., Snapdragon, MediaTek, Apple A-series).
- **Storage Capacity:** Choose between 64GB, 128GB, 256GB, or more.
- **Battery Life:** Look for a long-lasting battery (MAH rating) and fast-charging support.
- **Operating System :** Android / iOS

Display Quality

- **Screen Size & Type:** AMOLED, OLED, or LCD for better clarity and colour accuracy.
- **Refresh Rate:** Higher refresh rates (90Hz, 120Hz) offer smoother scrolling and gaming.
- **Resolution:** Full HD, 2K, or 4K displays provide sharper visuals.

Camera Performance

- **Megapixels & Sensor Quality:** More megapixels don't always mean better quality; sensor size matters.

- **Lens Features:** Ultra-wide, macro, and telephoto lenses enhance versatility.
- **Video Recording Capabilities:** 4K/8K video support and stabilization features improve video quality.

Brand & Software Ecosystem

- **Operating System:** Android (Samsung, OnePlus, Google Pixel) vs. iOS (Apple iPhone).
- **Brand Reputation & Trust:** Reliability and customer service play a role in decision-making.
- **Software Updates & Security:** Ensure timely OS and security updates.

Price & Value for Money

- **Budget Category:** Entry-level, mid-range, or premium.
- **Features vs. Cost Balance:** Compare specifications with competitors in the same price range.

Connectivity & Network Support

- **5G, 4G, or Wi-Fi 6:** Future-proofing for faster internet speeds.
- **Dual SIM & eSIM:** Useful for business and travel purposes.
- **Bluetooth & NFC:** Important for wireless connectivity and payments.

Build Quality & Design

- **Material:** Glass, plastic, or metal body for durability.
- **Water & Dust Resistance:** Look for IP67/IP68 rating for protection.
- **Ergonomics & Weight:** Comfortable grip and lightweight design matter.

After-Sales Support & Warranty

- **Service Centres Availability:** Easy access to repair services.
- **Warranty Period:** Covers manufacturing defects and hardware issues.
- **Software Support Longevity:** Longer update support enhances device lifespan.

Social Media & Peer Recommendations

- **Social Media :** Impact of Social Media Marketing
- **Peer Recommendations:** Impact of Peer Recommendations

Advertisements & Promotions

- **Advertisement :** Impact of Advertisement
- **Promotions:** Impact of Promotional Activities

EMI Options & Discounts

- **EMI Options:** EMI option helps to buy a phone on instalment plan
- **Discounts –** Discounts may lead to immediate purchase

Generation Y and Z: Gen. Y, also known as Millennials, are people who were born between 1981 and 1996, and Gen. Z are people who were born between 1997 and 2012.

Generation Y: Also known as Millennials, this generation experienced the technological revolution and globalization. They are sometimes called digital natives because technology is a part of their everyday lives. **Generation Z** also known as Zoomers or Centennials is the youngest generation in today's workforce.

LITERATURE REVIEW

A Study On Factors Influencing Consumer Buying Behaviour Towards Purchase Of Smart Phones With Reference To Bengaluru, Mrs. Niveditha. M.U. Dr. K Gayathri Reddy, 2024¹: This research investigates the factors affect consumer purchasing decisions for mobile phones in Bengaluru. Samples of 100 consumers were taken through simple random sampling. Both primary data (collected via surveys) and secondary sources were employed to ensure a comprehensive analysis. Key factors examined included price, social class, product features, brand image, durability, and after-sales service. The data were analysed using correlation and multiple regression techniques. Results revealed that price emerged as the most influential factor in purchase decisions, followed by mobile phone functionality. Price not only shaped consumer preferences but also served as a strong motivational trigger in the decision-making process. The study concludes that smartphone vendors should prioritize competitive pricing and product performance when designing marketing strategies and positioning their offerings in the Bengaluru market.

Perception of Gen Z on Smartphones, Jayasurya T, Subaash S, Dr Swapna H. R 2023²: Smartphones have become one of the most global digital devices among the younger generation, particularly Generation Z. Due to rapid technological advancements and widespread internet access, smartphones have seamlessly integrated into their daily lives. This study aims to explore the significance and central role smartphones play for Generation Z. A multistage random sampling technique was employed to collect data, resulting in 380 valid and completed responses from Gen Z participants. A basic percentage analysis was used to interpret the data. The findings indicate that smartphones are not only the most commonly used digital device among Generation Z but also hold substantial importance in their everyday routines.

“Understanding Gen Z’s Buying Behaviour For Mobile Phone In Gujarat”, Prof. Dhruvin Chauhan, Kirti Sharma, Ankit Sharma, 2023³: This study aims to examine the mobile phone purchasing behavior of Gen Z consumers in Gujarat, with a focus on identifying the key factors influencing their purchase decisions, preferences, and attitudes. Employing a **mixed-methods approach**, the research integrates quantitative surveys and qualitative interviews to collect comprehensive data from a representative sample of Gen Z individuals. The collected data will be analysed to uncover patterns and trends in their buying behavior and to explore their perceptions of mobile phone brands, product features, and pricing. The insights gained from this study are expected to be valuable for marketers and mobile phone producers seeking to better understand and effectively engage with Generation Z consumers in the Gujarat region.

Comparative Analysis of Buying Behaviour of Mobile Phones Among Gen-Y (1981 to 1996) and Gen-Z (1997 to 2013) According to the Operating System (OS), Priyanshu Gupta, RishikaLohani, SrayoshiGolui, Sachin Choudhary, 2023⁴: This research examines the mobile phone purchasing behavior of two generations—Gen Y and Gen X—with a focus on their mobile operating system preferences (iOS vs. Android). As smartphone ownership approaches global saturation, understanding the evolving expectations of consumers, particularly younger generations, becomes critical. Generation Z (born 1997–2012), having grown up fully immersed in a digital environment, experiences their first mobile phone as a smartphone. Consequently, their buying behaviours and decision-making processes differ significantly from those of Gen X and earlier generations. In India, Android holds a dominant market share of 95.26% as of 2022, with Apple's iOS trailing at 3.92%. This study utilizes primary data collection to gain credible and direct insights from Gen Y and Gen X consumers.

Factors Influencing Purchasing Behavior of Mobile Phone Consumers: Evidence from Bangladesh, Md. BazlurRahman*, Sadia Sultana, 2022⁵: The increasing use of mobile phones and the proliferation of numerous brands have led consumers to consider a variety of factors in their purchasing decisions. This study aims to identify the key factors influencing customers' preferences when buying cellular phones. Primary data was collected through a structured questionnaire administered to smartphone users across different age groups. The results reveal that over 70% of respondents are under the age of 40. Among the factors analyzed, product features, brand image, price, and product quality emerged as the most significant determinants influencing smartphone purchase decisions among Bangladeshi consumers.

Factors Affecting Smartphone Purchase Decisions of Consumers, Bharat Rai, BinodGhimire, Rewan Kumar Dahal, 2022⁶: This study aims to identify the factors influencing consumers' decisions to purchase smartphones in Kathmandu. Specifically, it examines the impact of social factors, product attributes, and brand image on consumers' smartphone buying behavior. With the rapidly growing demand for smartphones in the Kathmandu Valley, understanding these influences is critical. Primary data was collected from 394 smartphone buyers using a structured questionnaire and convenience sampling. Descriptive statistics, correlation analysis, and multiple regression analysis were employed to analyze the data and draw meaningful conclusions. These findings have practical implications for marketers and managerial decision-makers, as well as offering theoretical insights for future research. The results provide valuable guidelines for developing effective marketing strategies tailored to the Kathmandu smartphone market.

Study of The Factors Influencing The Customer's Purchase Decision of Mobile Phones In Hyderabad Region, KalwakurthySharath Chandra, Co-Author- Mr. A. Prabhu Kumar, 2019⁷: The primary objective of this research is to examine customer buying behavior concerning mobile phones, focusing on the factors that influence brand choice during handset purchases. The study also investigates the impact of promotional strategies and mobile phone features on consumer purchase decisions. Data was collected from 252 respondents in Hyderabad using a structured questionnaire

based on a five-point Likert scale. The data was analyzed using SPSS to identify key factors affecting buying behavior. The findings underscore the importance for companies to thoroughly analyze consumer behavior before launching products or services. By designing marketing strategies aligned with customer needs, organizations can enhance customer satisfaction, build long-term relationships, and achieve sustained market success.

Selling Smartphones to Generation Z: Understanding Factors Influencing the Purchasing Intention of Smartphones, Ashraf Bany Mohammed, 2018⁸: Smartphones have become an integral part of daily life, particularly for Generation Z (Gen Z). However, the factors influencing smartphone purchasing decisions among Gen Z remain varied and not well understood. As smartphones increasingly serve as essential tools for computing and communication, understanding these decision-making factors is crucial for companies aiming to enhance sales and develop more successful products.

This study aims to explore and develop a model that explains the key determinants influencing Gen Z's smartphone purchasing intentions. Data collected from 447 Gen Z respondents were analyzed using multiple regression analysis. The results revealed that traditional factors such as price, ease of use, and perceived usefulness have diminished in importance.

Factors Affecting Smartphone Purchase Decisions of Generation-Y, Nushrat Shabrin, Sarod Khandaker, Saad Bin AbulKashem, Chan Kit Hie, Teresa Susila 2017⁹: Smartphones have become an indispensable part of daily life for Generation Y, which currently represents the largest demographic group in Malaysia and serves as the primary user base for these devices. This study aims to identify the key factors influencing smartphone purchase decisions among Generation Y consumers. Data were collected using a structured questionnaire employing a 5-point Likert scale from a sample of 152 Generation Y respondents in the Kuching region of Malaysia. The analysis reveals that social influence, product features, and brand image significantly and positively affect smartphone purchasing decisions.

Factors Affecting Smartphone Purchase Decision: An Empirical Study, Dr. MeenakshiKatyal, 2017¹⁰: A smartphone is a mobile device that not only facilitates calls and messaging but also integrates advanced operating systems, combining features of personal computers with mobile functionality. In line with India's recent governmental initiative to promote a cashless society and boost online transactions, several mobile applications, including the government-launched BHIM app, have gained prominence. This study aims to identify the factors influencing users' dependency on smartphones in Haryana, India. The research explores the variety of applications developed by developers and assesses their significance in daily life. Additionally, the study examines the impact of users' demographic profiles on these dependency factors. Data were collected through a structured questionnaire, and the results were analyzed using ANOVA and factor analysis techniques. The findings provide insights into user behavior and app usage trends, offering valuable implications for app developers, policymakers, and marketers.

Need for the Study: With the rapid advancements in mobile phone technology and the increasing competition among the different smartphone brands, understanding consumer behavior has become crucial for businesses to succeed in the market. Generation Y and Generation Z are the primary consumers that majorly impact smartphone sales, making it essential to explore the factors influencing their purchase decisions.

Objectives of the Study

- To find the major factors influencing mobile phone purchase decisions
- To find which Mobile phone brand is more preferable
- To find which future innovations excite the customers

RESEARCH METHODOLOGY

This study aims to analyze the key factors influencing mobile phone purchase decisions among Generation Y and Generation Z in Rajkot City.

Research Design: The study follows a descriptive research design to identify and analyze the factors affecting mobile phone purchase decisions among Generation Y and Z consumers.

Target Population: The target population includes individuals belonging to:

- **Generation Y (Millennials):** Born between 1981 and 1996 (aged 28-43).
- **Generation Z:** Born between 1997 and 2012 (aged 12-27).
- **Rajkot City, Gujarat, India.**

Sampling Method

- **Sampling Technique:** Convenience sampling (Non-Probability Sampling).
- **Sample Size:** 129, less 2, which are above our Age Criteria. Net sample is 127

Data Collection Methods

- **Primary Data Collection:**
- Structured questionnaire (Google Forms or paper-based surveys).
- Personal interviews and online surveys.
- **Secondary Data Collection:**
- Published research papers, articles, industry reports, and online sources.

Research Instrument

- A **structured questionnaire** consisting of both **closed-ended and Likert-scale questions** to measure factors influencing mobile phone purchase decisions.
- Sections in the questionnaire:
- **Demographic details** (age, gender, income, occupation, education).
- **Factors influencing purchase** (price, brand, features, after-sales service, social influence, etc.).

- **Consumer behavior patterns** (brand loyalty, purchase frequency, influence of marketing strategies).

Data Analysis Techniques

- **Descriptive Analysis:** Frequency distribution, percentage analysis.

Scope & Limitations of the Study

Scope

- Focuses on Generation Y & Z in Rajkot City.
- Helps businesses understand consumer behavior and improve marketing strategies.

Limitations

- Limited to Rajkot City; results may not be generalized to other regions.
- Non-probability sampling may introduce selection bias.
- Responses may be subjective and influenced by individual preferences.

Data Analysis

Demographic

Age Group

Interpretation

- The age group **21-26** has the highest number of individuals, making up a significant portion of the sample (96 out of 129).
- The age groups **15-20**, **27-32**, and **More than 44** have the smallest representation, with only 7, 2, and 2 individuals, respectively.
- There is a noticeable drop in frequency from the age group 21-26 to the other groups, suggesting that the sample is skewed toward younger individuals, especially in the 21-26 range.

Gender

Interpretation

- The sample has a higher number of **females** (97) compared to **males** (32), with females making up a significant majority of the sample.
- This indicates a **skewed gender distribution** in favour of females, as females constitute about 75% of the sample, while males represent about 25%.

Education Level

Interpretation

- The largest group in the sample is Post Graduate (88 individuals), which makes up the majority of the population (around 68% of the sample).
- The Graduate group has 33 individuals, making up around 26% of the sample.
- Undergraduate and High School students have the smallest numbers, with only 7 and 1 individuals, respectively.

- The High School category is particularly underrepresented, with just one individual.
- Occupation

Interpretation

- The largest group in the sample is Students, with 87 individuals, making up approximately 67% of the sample.
- The Employed category has 25 individuals (about 19% of the sample), while the Self-Employed consists of 11 individuals (about 9% of the sample).
- The Unemployed category has the smallest number, with only 6 individuals (around 5% of the sample).
- Monthly Income (or Family Income if student)

Interpretation

- The largest group is in the below ₹10,000 income bracket, with 49 individuals (about 38% of the sample).
- The ₹25,000 - ₹50,000 bracket has 30 individuals (around 23% of the sample).
- The ₹10,000 - ₹25,000 group consists of 28 individuals (about 22% of the sample).
- The Above ₹50,000 group has the smallest number of individuals, with 22 people (around 17% of the sample).

Mobile Phone Purchase Behavior

Which brand of mobile phone do you currently use?

Table -1

Mobile Phone Brand	Samples
Apple	11
Samsung	38
Xiaomi (Redmi, Mi)	23
OnePlus	11
Realme	15
Oppo/Vivo	26
Others	03
Total	127

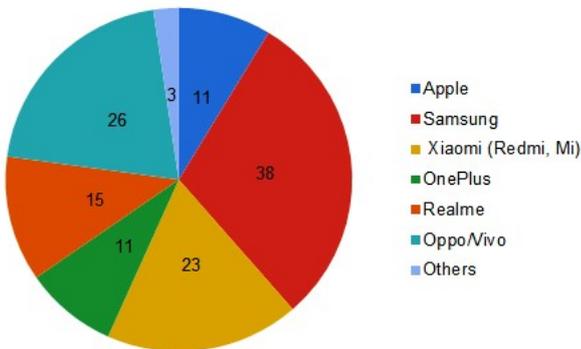


Figure - 1

Interpretation

- **Samsung Leads the Market:** 29.92% of respondents are currently using Samsung, making it the most used brand among the sample. This reflects Samsung's strong market presence and consumer trust.
- **Oppo/Vivo and Xiaomi are also Popular:** Oppo/Vivo holds the second-largest share at 20.47%, followed by Xiaomi at 18.11%. These brands are known for offering

value-for-money devices, appealing especially to price-conscious people.

- **Realme Shows Competitive Presence:** With 11.81%, Realme has a respectable market share in a short span, reflecting rapid brand growth.
- **Premium Brands – Apple and OnePlus:** Both Apple and OnePlus are used by 8.66% of respondents each. This suggests a smaller segment of users who prefer premium or performance-focused phones.
- **Minimal Usage of Other Brands:** Only 2.36% use other brands, indicating limited presence or popularity.

How often do you change your mobile phone?

Table – 2

Timing	Samples
Every year	03
Every 2-3 years	30
Every 4+ years	27
Only when my phone stops working	67
Total	127

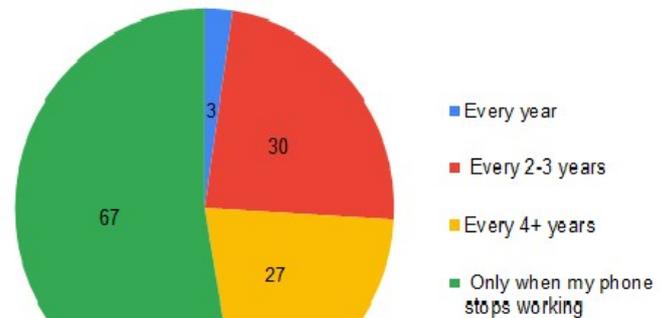


Figure 2

Interpretation

Majority Wait Until Breakdown: The majority of respondents (52.76%) change their phones only when the current one stops working. This indicates a practical and need-based approach.

Planned Upgrades (2–3 Years): 23.62% change their phones every 2–3 years, which aligns with typical product life cycles and technological upgrades. These users may be more tech-savvy.

Long-Term Users (4+ Years): 21.26% keep their phones for more than 4 years, showing a preference for longevity and maximum utility from the phone.

Very Few Upgrade Annually: Only 2.36% of respondents change their phones every year, indicating that frequent upgrading is rare, likely due to cost or lack of perceived need.

What is your preferred price range for a mobile phone?

Table – 3

Range	Samples
Below ₹10,000	04
₹10,000 - ₹20,000	48
₹20,000 - ₹35,000	56
₹35,000 - ₹50,000	13
Above ₹50,000	06
Total	127

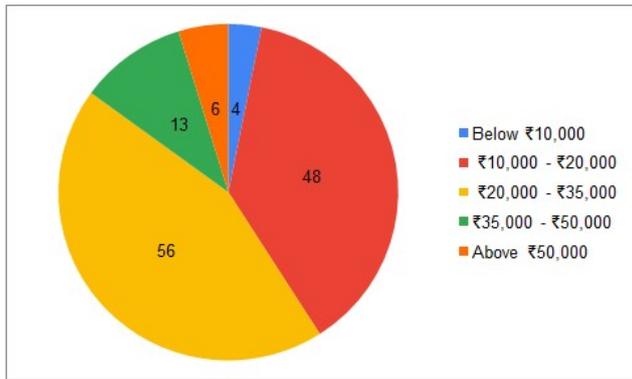


Figure - 3

Interpretation

- **Most Preferred Price Range:** The majority of respondents (44.09%) prefer mobile phones in the ₹20,000 - ₹35,000 range. This suggests a strong preference toward mid-range smartphones because of their balance features and affordability.
- **Second Most Preferred Range:** ₹10,000 - ₹20,000 is the second most popular category, with 37.80% of respondents preferring it. Together with the top category, over 80% of respondents prefer phones priced less than ₹35,000.
- **Low Preference for Budget Phones:** Only 3.15% prefer phones below ₹10,000, indicating that ultra-budget phones are less preferable, possibly due to performance limitations.
- **Premium Segment:** 10.24% prefer phones priced between ₹35,000 - ₹50,000, while only 4.72% prefer phones above ₹50,000. This shows that high-price smartphones have a relatively smaller market for the respondents.

Where do you usually purchase your mobile phone?

Table - 4

Purchased From	Samples
Online (Amazon, Flipkart, etc.)	19
Offline (Retail Store)	89
Brand-exclusive Store (Apple, Samsung, etc.)	18
Second-hand Market	01
Total	127

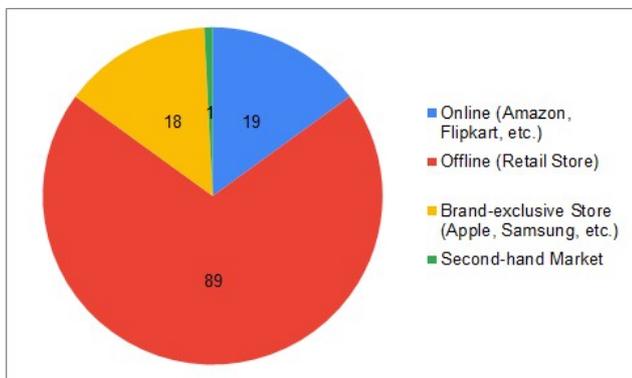


Figure - 4

Interpretation:

- **Offline (Retail Store) Dominates:** A significant majority (70.08%) of respondents prefer to buy their mobile phones from **offline retail stores**. This is due to physical inspection, personal interaction, or trust in local retailers.

- **Limited Online Purchases:** Only 14.96% purchase phones online, despite the growing e-commerce trend. Factors like lack of trust, desire for in-person experience.
- **Brand-exclusive Stores:** 14.17% of respondents purchase from brand-exclusive stores (e.g., Apple, Samsung). This reflects a niche but notable preference for official stores, maybe for better service or warranty assurance.
- **Very Low Preference for Second-hand Market:** Only 0.79% buy phones from the second-hand market, indicating a very small demand for used phones among the given sample.

What influences your mobile phone purchase the most?

Table - 5

Influence Factor	Samples
Online Reviews	36
Friends & Family Recommendations	70
Resale Value	21
Total	127

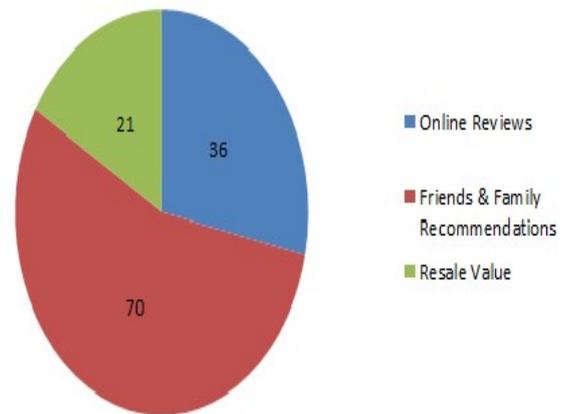


Figure 5

Interpretation

- **Most Influential Factor – Personal Recommendations, Friends & family recommendations** are the **most influential factor**, it affecting 55.12% of respondents. This shows that word-of-mouth and trusted personal opinions play a crucial role in purchase decisions.
- **Online Reviews Are Significant but secondary:** 28.35% of respondents rely on online reviews. While digital platforms are important, they are not as persuasive as personal relationships.
- **Resale Value Has Less Impact:** Only 16.54% consider resale value as the primary factor. This suggests that while long-term value matters to some.

How much do social media advertisements and influencer promotions impact your decision?

Table - 6

Rate	Samples
Not at all	28
Slightly	20
Neutral	48
Significantly	29
Very highly	02
Total	127

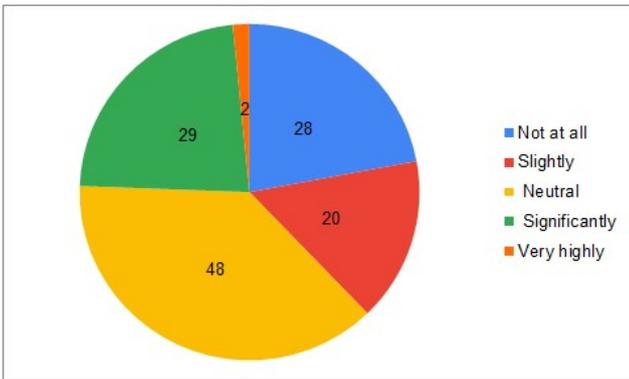


Figure 6

Interpretation:

- **The Majority are Neutral:** A combined 75.6% of respondents selected "Neutral" (37.80%), "Slightly" (15.75%), or "Not at all" (22.05%). This suggests that most people are either indifferent or only mildly influenced by social media advertising and influencer marketing.
- **Limited Strong Influence:** Only 22.83% said social media ads and influencers significantly impact their decisions. A very small portion (1.57%) feels "Very highly" influenced by social media ads.
- **Low Dependence on Influencer Marketing:** The data indicate that while influencer promotions and social media ads have some impact, they are not a major deciding factor for the majority of respondents in their decisions.

Which of the following future innovations excites you the most?

Table 7

Future Innovations	Samples
Foldable Phones	10
AI-based Smart Assistants	33
Enhanced Camera AI Technology	27
Faster Charging & Battery Innovations	48
Augmented Reality (AR) Features	09
Total	127

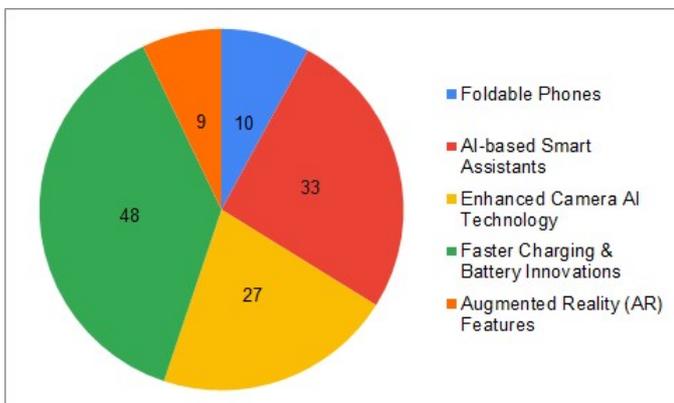


Figure 7

Interpretation

- **Top Preference – Battery & Charging Innovation:** The most exciting innovation for respondents is "Faster Charging & Battery Innovations" (37.80%). This indicates a strong demand in smartphone usability and longevity.

- **High Interest in AI Enhancements:** AI-based Smart Assistants (25.98%) and Enhanced Camera AI Technology (21.26%) are also popular, reflecting a growing appreciation for smart, intelligent phone features
- **Limited Interest in Foldable and AR:** Foldable Phones (7.87%) and AR Features (7.09%) received the least interest. This suggests that while these technologies are innovative, they may still be seen as essential by most users

Factors Influencing Mobile Phone Purchase Decision - Result derived from 127 Samples Rate given as (1 = Not Important, 2 = Slightly Important, 3 = Neutral, 4 = Important, 5 = Very Important)

Sr.	Factor	Total	Average
1	Price & Value for Money	517	4.07
2	Brand & Software Ecosystem	520	4.09
3	Build Quality & Design	521	4.10
4	Camera Quality	546	4.30
5	5G & Network Connectivity	564	4.44
6	Performance (OS, Processor, RAM, Speed, Battery, Storage)	552	4.35
7	Display Quality (Resolution, Refresh Rate)	550	4.33
8	After-Sales Service/Warranty	515	4.06
9	Social Media & Peer Recommendations	453	3.57
10	Advertisements & Promotions	411	3.24
11	EMI Options & Discounts	449	3.54

Results on Factors Influencing Mobile Phone Purchase Decision

Rank	Factor	Total Score	Explanation
1	5G & Network Connectivity	564	The most influential factor. Consumers prioritize phones that support fast, reliable and modern network technology.
2	Performance (OS, Processor, RAM, Speed, Battery, Storage)	552	High-performing hardware and smooth software operations are critical for buyers.
3	Display Quality (Resolution, Refresh Rate)	550	A good screen with clear resolution and smooth refresh rates is highly valued.
4	Camera Quality	546	Strong camera capabilities remain a key driver in purchase decisions.
5	Build Quality & Design	521	Looks, feel, and durability of the phone matter to buyers.
6	Brand & Software Ecosystem	520	Brand trust and access to quality apps/services matter significantly.
7	Price & Value for Money	517	Consumers look for a good deal that balances features and cost.
8	After-Sales Service/Warranty	515	Post-purchase support is important, but slightly less than other top factors.
9	Social Media & Peer Recommendations	453	Word-of-mouth and social media influence buyer choices.
10	EMI Options & Discounts	449	Financing options and offers are helpful but not primary.
11	Advertisements & Promotions	411	Ads have the least impact compared to other factors.

From the above interpretation we can say that consumer have more importance of 5G& Network Connectivity & Performance (OS, Processor, RAM, Speed, Battery, Storage) & less attention towards the Advertisement and Promotions.

Findings

The data shows that technical features are the most important factors influencing smartphone purchases. 5G connectivity, performance, display quality, and camera top the list, showing buyers prioritize functionality. Design, brand, and price follow, while social influence, EMI options, and advertisements have less impact. This means consumers are more driven by how well the phone works than by marketing or peer opinions. Following are the objectives of research.

- 5g & Network Connectivity Is the Most Influential Factor.
- Samsung is most trusted Brand among the respondents.
- Faster Charging & Battery Innovations attracts for future innovations.

Limitations of the Study

- This study is limited to Rajkot city and therefore, the findings may not be generalized to other cities or regions with different socio-economic or cultural backgrounds.
- The sample may not represent the entire population of Generation Y and Z in Rajkot.
- The research was conducted within a limited time frame, which may have restricted the depth of analysis and the number of variables that could be examined.
- The mobile phone industry is fast-evolving with frequent technological advancements and changing consumer preferences. Therefore, the findings may become outdated quickly as new trends emerge.
- This study focuses only on Generation Y (born approximately 1981–1996) and Generation Z (born approximately 1997–2012), excluding the behaviours and preferences of other age groups which may also influence market dynamics.

CONCLUSION

The analysis of key factors influencing mobile phone purchase decisions among Generation Y and Z in Rajkot city reveals that technological and performance-related features are the most critical considerations for consumers. *5G and network connectivity* tops the list, indicating a strong preference for high-speed internet and future-ready devices. This is closely followed by *overall performance*—including OS, processor, RAM, battery, and storage—which highlights the demand for smooth and efficient device functionality. *Display quality* and *camera performance* also rank highly, suggesting that visual experience and photography are important to this demographic, likely due to their engagement with visual media and social platforms. *Build quality & design* and *brand/software ecosystem* show that while functionality is essential, aesthetics and brand reliability also play a crucial role. Interestingly, *price and value for money*, though important, rank slightly lower, indicating that Gen Y and Z consumers may be willing to spend more for better quality and performance. *After-sales service* is valued but takes a secondary role to the product's core features.

Social media and peer recommendations, *EMI options*, and *advertisements* appear at the bottom of the ranking, indicating that while external influences and promotions have some effect, they are not the primary drivers in purchase decisions. In summary, Generation Y and Z buyers in Rajkot are informed, quality-focused consumers who prioritize advanced technology, strong performance, and a good user experience over traditional marketing or promotional strategies. Samsung is the most popular brand among consumers. & they are more excited about future innovations in Faster Charging & Battery Innovations.

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