

Global Research Trends in Mobile Phone Purchase Behaviour : A Bibliometric Perspective

Rovisienuo¹ & Gautam Patikar²

Abstract :

Mobile phones have emerged as indispensable instruments reshaping communication, work, and social interaction in the digital age. The evolution of mobile phone technology, especially smartphones, has profoundly influenced consumer behaviour and market dynamics. Understanding research trends in mobile phone purchase behaviour is crucial due to the rapidly changing landscape of the mobile phone market. This study conducts a thorough bibliometric analysis of scholarly articles related to mobile phone purchase behaviour up to 2023, using the Scopus database. The objective is to trace publication trends, map the influence of leading authors and institutions, chart global research distribution, analyse citation patterns, and uncover cross-disciplinary linkages. A total of 46 articles were included in the analysis, revealing fluctuating publication outputs over the years but consistent impact per publication. Articles are the dominant form of publication, suggesting a preference for detailed presentations of findings. Business, Management, and Accounting are the most common subject areas, signifying a multidisciplinary approach to studying mobile phone purchase behaviour. The top 10 authors, institutions, and countries contributing to this field are identified, with China, Australia, and Malaysia standing out for their impactful research. Keyword co-occurrence analysis identifies thematic clusters around mobile phones, consumer behaviour, smartphones, and marketing, reflecting the evolving focal points in this research domain. This study contributes to a deeper understanding of research trends in mobile phone purchase behaviour and provides valuable insights for businesses, policymakers, and researchers to navigate the mobile phone market effectively.

Keywords: Mobile phone; Purchase behaviour; Bibliometric analysis; Consumer behaviour

Manuscript Received: April 24, 2025; Revised Manuscript Received : August 3, 2025; Accepted: September 14, 2025.

1. Introduction:

In today's hyper-connected world, mobile phones have effortlessly integrated into the fabric of modern society, becoming necessary tools that shape

how we communicate, work, and socialise. The evolution of mobile phone technology, particularly the widespread adoption of smartphones, has fundamentally altered the dynamics of human interaction, distorting the lines between virtual and physical sphere. These devices have transcended their initial purpose as mere communication devices to become required personal assistants, entertainment hubs, and important tools for guiding the complexities of daily life.

In the mobile phone market, the speed at which technology is developing has not only resulted in an explosion of features and functionalities. However, it has also had a significant effect on market dynamics and consumer behavior. Customers increasingly consider a variety of aspects when making selections when buying phones, including operating system preferences, camera quality, brand reputation, and overall user experience. They no longer only buy phones for their fundamental features. Because of this change in consumer behavior, businesses now operate in a fiercely competitive market where they must constantly innovate and set themselves apart from the competition in order to satisfy customers' changing demands and expectations. In order to safeguard consumers and maintain fair competition, policymakers must also regulate this rapidly evolving business.

A strong and compelling issue arising from this landscape is the increasing complexity of consumer behaviour in the mobile phone market and its far-reaching implications for business strategy, policy development, and academic research. As mobile phones have evolved from basic communication tools into multifunctional devices central to modern life, consumer preferences have likewise become more sophisticated. People no longer make purchasing decisions based solely on fundamental features like calling or texting capabilities. Instead, they consider a range of factors such as operating system preferences, camera quality, brand image, and the overall user experience. This shift in consumer behaviour has pushed companies into an intensely competitive environment where constant innovation and differentiation are essential for survival. At the same time, this rapid technological development and changing market dynamics necessitate updated regulatory policies to protect consumers and ensure fair competition. The academic importance of understanding mobile phone purchasing behaviour is also increasingly evident. A deeper understanding of consumer motivations and decision-making processes is crucial. This article proposes a bibliometric

analysis to systematically examine existing research trends, identify key contributors and influential works, and uncover interdisciplinary connections across fields like psychology, marketing, sociology, and technology. By mapping out how this area of research has developed and where it is headed, such an analysis could guide both scholarly inquiry and practical application, making this point a rich and valuable focus for deeper investigation.

The study of research trends in mobile phone purchase behaviour is crucial due to the rapidly changing landscape of the mobile phone market. With the rapid advancement in mobile technology and the proliferation of smartphone options, understanding consumer behaviour in mobile phone purchases has become a focal point for researchers, marketers, and manufacturers alike. With new models and features being introduced regularly, consumers are faced with a plethora of choices when it comes to purchasing a mobile phone. So, in this digital era of constant connectivity and technological advancement, understanding the complexity of consumer preferences, motivations, and decision-making processes is vital for businesses seeking to thrive in the competitive mobile phone market. By analysing research trends, we can understand the factors that drive consumers to choose one phone over another, as this knowledge can inform marketing strategies, product development, and pricing decisions. We can also identify emerging patterns and preferences among consumers, helping businesses tailor their products and marketing strategies to better meet customer needs. Furthermore, this study is important for academic researchers seeking to contribute to the growing body of knowledge on consumer behaviour in the mobile phone market. By identifying gaps and areas of interest in existing research, scholars can develop new research questions and methodologies to further our understanding of how and why consumers make decisions about mobile phone purchases.

Despite the importance of understanding consumer behaviour in the mobile phone market, there is a need for a comprehensive analysis of research trends in this area. By conducting a bibliometric analysis of scholarly articles, we can gain valuable insights into the evolution and current state of research on mobile phone purchase behaviour. This analysis can help identify the most influential research articles, journals, authors, and countries, as well as the main themes and research methodologies employed in this field.

The purpose of this study encompasses a comprehensive analysis of publication trends in the field of mobile phone purchase behaviour research. Firstly, we aim to scrutinise the temporal evolution of publications, encompassing the frequency of publications and the diversity of journals and outlets. Additionally, we seek to identify the most influential authors and institutions contributing to this domain, shedding light on their prolificacy and impact. Geographically, we will explore the distribution of research output to discern any regional disparities or concentrations of activity. Moreover, our analysis will delve into citation patterns to uncover seminal works and influential papers.

Furthermore, we endeavour to elucidate cross-disciplinary connections between mobile phone purchase behaviour research and related fields such as consumer psychology, marketing, sociology, and technology studies. As part of our objectives, we will identify emerging trends, theories, or methodologies within this field. Finally, we aim to evaluate collaboration networks among researchers and institutions, discerning patterns and potential avenues for future collaboration.

2. METHODOLOGY

A comprehensive search was conducted in the Scopus database to identify all types of articles/documents related to the purchase behaviour of mobile phones. The search strategy and the keywords used for the electronic search in the database were: TITLE (("buying behavio*" OR "purchas* behavio*" OR "consumer behavio*") AND ("mobile phone" OR smartphone OR "cellular phone" OR cellphone) . The search was restricted to publication up to the year 2023 to ensure a completed year count of the most recent and relevant literature.

Data extraction followed the 'Preferred Reporting Items for Systematic Reviews and Meta-Analyses'(PRISMA) framework to ensure the systematic and transparent analysis of the literature, providing a comprehensive overview of the state of research on the purchase behaviour of mobile phones up to 2023. A total of 50 articles were initially identified through the database search. These articles were then screened based on their relevance to the purchase behaviour of mobile phones. 4 papers were removed as 3 were written in other languages and 1 was published in 2024, leaving it to 46 included in the bibliometric analysis. The flow diagram for identification, screening, and assessing eligibility for inclusion in accordance with PRISMA framework 2020 is shown in Fig 1.

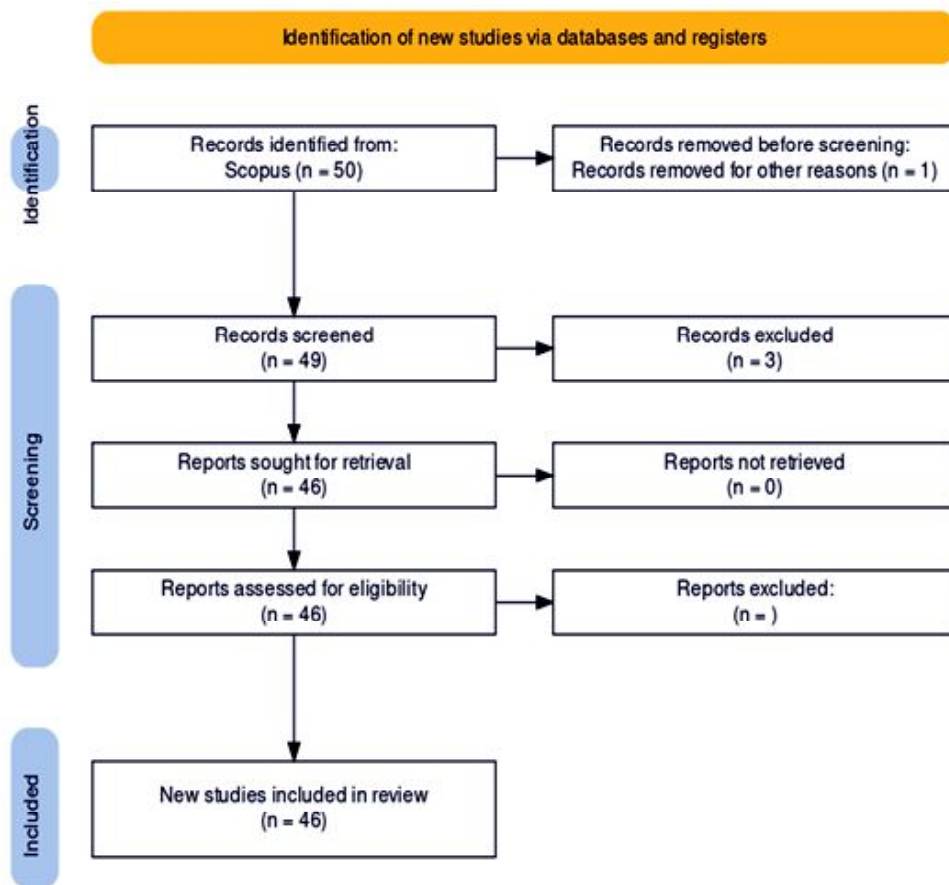


Figure 1. PRISMA Framework 2020

3. RESULTS

Our research undertook a comprehensive analysis to uncover the complex terrain of research in the purchase behaviour of mobile phones over time. Table 1 meticulously documents the evolution of publications dating back to 2007. This initial investigation set the stage for a more detailed exploration, revealing these publications' diverse origins and classifications in Table 2. Further examination allowed us to delve into overarching subject areas in Table 3 and identify the top 10 authors, institutions, and countries with the most publications in Table 4, offering valuable insights into prevailing trends and dissemination channels in mobile phone purchase behaviour.

After that, the researcher performed a geographic analysis to identify trends in contributions from various areas. Figure 2 shows the global distribution of

contributions, while Figure 3 presents a network visualisation of citations among countries shaping the discourse on mobile phone buying behaviour. We then turned our attention to assessing the significance and applicability of published publications using a comprehensive keyword analysis, as shown in Table 5. Furthermore, Figure 4 presents the most commonly used terms, which can be benchmarks for further research projects. We can obtain insight into the existing state of research and build the groundwork for forecasting future trends and suggesting possible research fields by analysing citation patterns and developing keywords.

4. DISCUSSION

4.1 Publication outputs

Table 1 provides a summary of publication outputs on the purchase behaviour of mobile phones from 2007 to 2023. The data reveals interesting trends in research output and impact over the years. The table shows that there has been a fluctuation in the number of publications on mobile phone purchase behaviour over the years. For instance, there was a notable increase in publications from 2007 to 2014, with a peak of 4 publications in 2014. This could indicate a growing interest in the topic during this period, possibly due to the rapid advancements in mobile phone technology and the increasing importance of mobile phones in daily life. However, the number of publications seems to have declined in the following years, with only 1 or 2 publications per year from 2015 to 2023. This decline could suggest a shift in research focus or a saturation of the topic in the academic community.

Despite the fluctuations in publication output, the citation per publication (C/P) remained relatively stable over the years, averaging around 17.33. This suggests that the research on mobile phone purchase behaviour has maintained a consistent level of impact, with each publication receiving a similar number of citations on average. Overall, the table provides valuable insights into the trends in research output and impact in the field of mobile phone purchase behaviour, highlighting the importance of continued research in this area to keep pace with the evolving mobile phone market.

Table 1. Publication outputs

Year	Total Publications	Total Citations	Citation Per Publication
2007	3	56	18.67
2008	1	6	6
2010	4	36	9
2011	2	64	32

2012	1	37	37
2013	2	44	22
2014	3	208	69.33
2015	1	12	12
2016	1	5	5
2017	5	69	13.8
2018	4	73	18.25
2019	8	63	7.88
2020	1	16	16
2021	4	68	17
2022	2	15	7.5
2023	4	25	6.25
Total	46	797	17.33

Table 2 categorises the types of documents related to the purchase behaviour of mobile phones, providing a breakdown of the total number and percentage of each type. The table shows that articles are the most common type of document, accounting for 34 out of the total 46 documents, which corresponds to 73.9% of the total. This indicates that articles are the dominant form of publication in this field, suggesting that researchers prefer this format for presenting their findings and insights on mobile phone purchase behaviour.

Conference papers are the second most common document type, with 7 papers making up 15.2% of the total. Conference papers are often shorter and more focused than articles, and they are typically presented at academic conferences to share new research findings with a wider audience. The relatively small percentage of conference papers compared to articles could suggest that while conferences are a platform for sharing research on mobile phone purchase behaviour, researchers may prefer to publish more detailed and comprehensive findings in journal articles.

Book chapters and reviews are less common types of documents in this field, comprising 8.7% and 2.2% of the total, respectively. Book chapters are likely to provide more in-depth analyses or discussions on specific aspects of mobile phone purchase behaviour. At the same time, reviews may offer critical assessments or summaries of existing research. The low percentages for these document types

suggest that while they are present in the literature, they are not as prevalent as articles and conference papers in contributing to the overall body of knowledge on mobile phone purchase behaviour.

Table 2. Type of Documents

<i>Type</i>	<i>Total</i>	<i>Percentage</i>
Article	34	73.9
Conference Paper	7	15.2
Book Chapter	4	8.7
Review	1	2.2

Table 3 presents the subject areas of publications related to the purchase behaviour of mobile phones, detailing the total number of publications in each subject area and the percentage it represents out of the total. The table reveals that the most common subject area for publications on this topic is Business, Management, and Accounting, with 20 publications accounting for 21.7% of the total. This indicates a significant interest in understanding mobile phone purchase behaviour's business and managerial aspects, such as marketing strategies, consumer preferences, and market analysis.

Computer Science and Engineering are the following most common subject areas, each accounting for 15 publications or 16.3% of the total. This suggests a strong focus on the technical aspects of mobile phones, including their design, features, and technological advancements. These subject areas, alongside Business, Management, and Accounting, indicate a multidisciplinary approach to studying mobile phone purchase behaviour, recognising the intersection of technology and business in the mobile phone market.

Other subject areas with notable representation in the literature include Economics, Econometrics, and Finance (12 publications), Social Sciences (11 publications), and Environmental Science (5 publications). These subject areas reflect the diverse range of disciplines interested in mobile phone purchase behaviour, highlighting the interdisciplinary nature of research in this field. Including subject areas such as Arts and Humanities, Decision Sciences, Medicine, Psychology, and others further demonstrates the broad impact of mobile phone purchase behaviour on various aspects of society and human behaviour.

Table 3. Subject area of publication

Subject Area	Total	Percentage
Business, Management and Accounting	20	21.7
Computer Science	15	16.3
Engineering	15	16.3
Economics, Econometrics and Finance	12	13.0
Social Sciences	11	12.0
Environmental Science	5	5.4
Energy	4	4.3
Arts and Humanities	2	2.2
Decision Sciences	2	2.2
Medicine	2	2.2
Psychology	2	2.2
Agricultural and Biological Sciences	1	1.09
Physics and Astronomy	1	1.09

Table 3 : provides a list of the top 3 authors with the highest number of documents on the purchase behaviour of mobile phones, along with the number of publications and citations for each author. Chang, Po-Chien is the most prolific author in this field, with 3 publications and 34 citations, indicating the significant impact of their work. Belkhamza, Zakariya, and Niasin, Mohd Adzwin Faris, both have 2 publications each, with 1 citation each. It is notable that other authors in this area of study have just one paper each, suggesting that there is still limited research in this area.

Table 3 also presents the top countries in terms of the number of documents on the purchase behaviour of mobile phones, along with the corresponding publication and citation counts. India emerges as the leading country with 11 publications and 58 citations, indicating a significant contribution to research in this field. Australia and Malaysia follow closely behind, each with 6 publications but with higher citation counts of 99 and 107, respectively, suggesting that research from these countries is highly impactful. Despite having only 5 publications, China stands out with a remarkably high citation count of 316, indicating the substantial influence of Chinese research on mobile phone purchase behaviour. Taiwan, the United States, and

Pakistan also make notable contributions, with Taiwan having four publications, the United States with three, and Pakistan with two. These findings highlight the global interest and impact of research on mobile phone purchase behaviour, with different countries making significant contributions to the body of knowledge in this field. Figure 2 shows countries' bibliographic coupling, indicating their similarity based on the number of references they share.

Table 3. Top 10 Number of Documents: Author and Country

Author	Publication	Citation	Country	Publication	Citation
Chang, Po-Chien	3	34	India	11	58
Belkhamza, Zakariya	2	1	Australia	6	99
Niasin, Mohd Adzwin Faris	2	1	Malaysia	6	107
			China	5	316
			Taiwan	4	26
			United States	3	100
			Pakistan	2	19

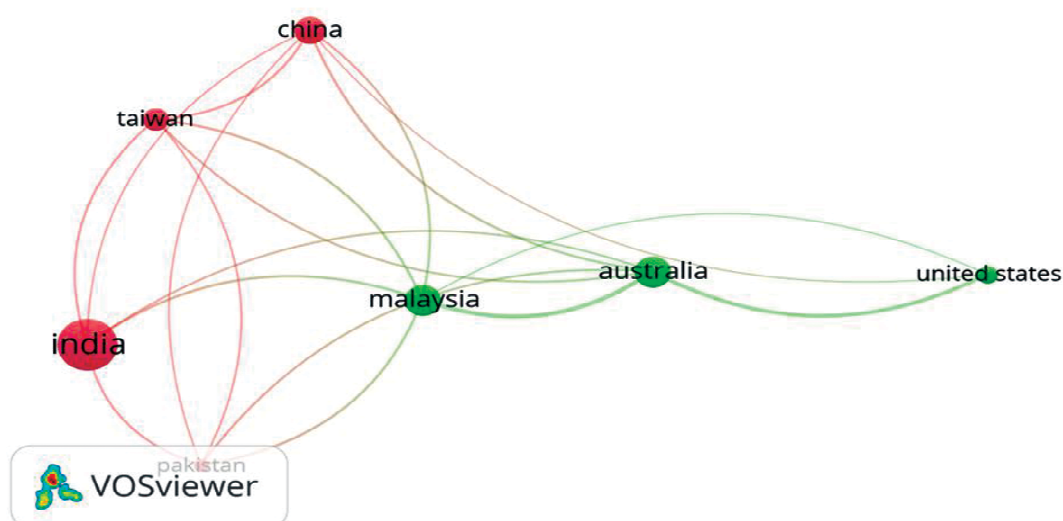


Figure 2. Bibliographic coupling of countries

Table 4 presents the top 10 most cited articles on mobile purchase behaviour and provides a glimpse into the most influential research papers in this field, highlighting key studies that have significantly contributed to our understanding of consumer behaviour in the mobile phone market. The top-ranked article, "Survey and analysis of consumers' behaviour of waste mobile phone recycling in China" by Yin J et al. (2014), has amassed 200 citations, making it the most cited paper. This study, published in the Journal of Cleaner Production, provides valuable insights into consumer behaviour regarding the recycling of mobile phone waste in China, a topic of increasing importance in sustainability and environmental protection.

Other notable articles in the top 10 include "Dependency on smartphone and the impact on purchase behaviour" by Hooi Ting D et al. (2011), "Consumer behaviour with respect to the consumption and recycling of smartphones and tablets: An exploratory study in Portugal" by Martinho G et al. (2017), and "Rethinking residential consumers' behaviour in discarding obsolete mobile phones in China" by Tan Q et al. (2018). These studies shed light on various aspects of consumer behaviour related to mobile phone purchase and disposal, highlighting the diverse range of topics covered in research on this subject. A density visualisation of citation analysis is presented in Figure 3, which focuses on nations that have at least one document and one citation. Articles written by researchers from China, Australia, and Malaysia have received the most citations, as indicated by the clusters highlighted in yellow.

4.2 Citations

Table 4. Top 10 Most Cited Articles

No	Authors	Title	Citation	Citation /year	Journal
1	Yin J et al. (2014)	'Survey and analysis of consumers' behaviour of waste mobile phone recycling in China'	200	20	Journal of Cleaner Production
2	Hooi Ting D et al. (2011)	'Dependency on smartphone and the impact on purchase behaviour'	63	5.25	Young Consumers
3	Martinho G et al. (2017)	'Consumer behavior with respect to the consumption and recycling of smartphones and tablets: An exploratory study in Portugal'	63	9	Journal of Cleaner Production
4	Tan Q et al. (2018)	'Rethinking residential consumers' behavior in discarding obsolete mobile phones in China'	63	10.5	Journal of Cleaner Production
5	Zhang L et al.	'Understanding consumers' behavior intention	53	17.67	Resources,

	(2021)	of recycling mobile phone through formal channels in China: The effect of privacy concern'			Environment and Sustainability
6	Yang J et al. (2007)	'Social reference group influence on mobile phone purchasing behaviour: A cross-nation comparative study'	52	3.06	International Journal of Mobile Communications
7	Miller G et al. (2012)	'The heritability and genetic correlates of mobile phone use: A twin study of consumer behavior'	37	3.08	Twin Research and Human Genetics
8	Sata M. (2013)	'Factors affecting consumer buying behavior of mobile phone devices'	33	3	Mediterranean Journal of Social Sciences
9	Ting H et al. (2019)	'Consumer behaviour and disposition decisions: The why and how of smartphone disposition'	27	5.4	Journal of Retailing and Consumer Services
10	Chang P.-C. (2010)	'Drivers and moderators of consumer behaviour in the multiple use of mobile phones'	24	1.71	International Journal of Mobile Communications

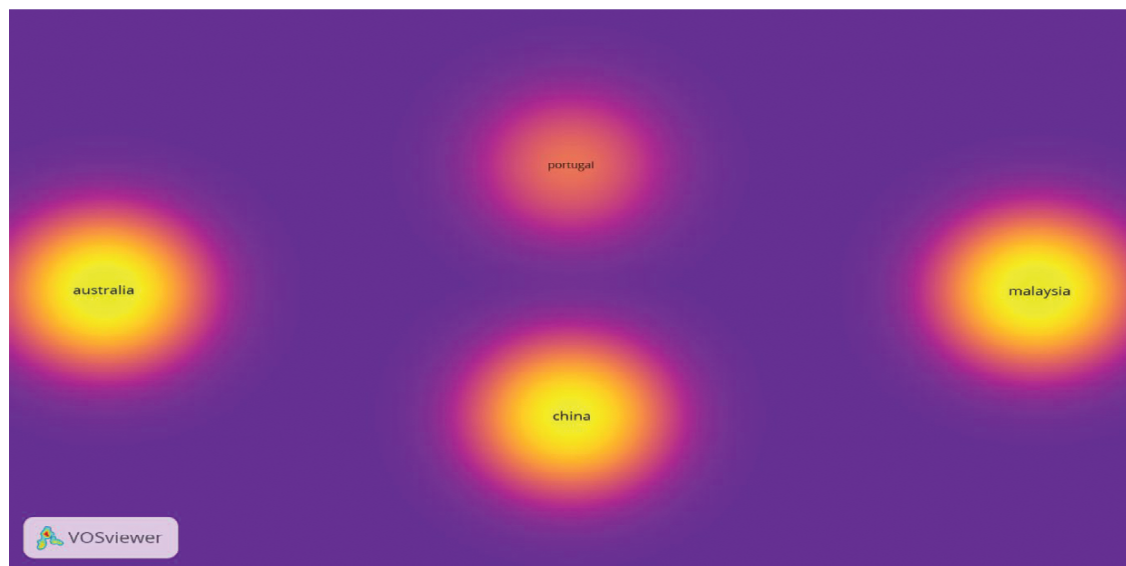


Figure 3. Network Visualisation of Citations

4.3 Keywords Analysis

Table 6 presents the top keywords in publications on the purchase behaviour of mobile phones, detailing the total number of occurrences of each keyword and the percentage it represents out of the total. The table provides insights into the key

themes and topics that researchers commonly explore in this field. The most frequently used keyword is "Mobile Phones," appearing 13 times and representing 3.52% of the total keywords. This reflects the central focus of research on the purchase behaviour of mobile phones, highlighting the significance of mobile phones in consumer behaviour studies. "Consumer Behavior" is the second most common keyword, appearing 12 times and accounting for 3.25% of the total keywords, indicating a strong emphasis on understanding consumer behaviour in the context of mobile phone purchases.

Keywords related to specific types of mobile phones, such as "Mobile Phone" and "Smartphone," also feature prominently in the list, suggesting a focus on the differences in consumer behaviour between traditional mobile phones and smartphones. Other keywords, such as "Surveys," "Sales," and "Marketing," indicate a methodological and strategic focus in research, highlighting the importance of survey research and marketing strategies in understanding and influencing consumer behaviour in the mobile phone market.

We utilise VOSviewer, a program frequently used for bibliometric analysis, to visualise this data and investigate the connections between these terms. The 17 keywords that show up at least four times on mobile phone purchase behaviour are shown in Figure 4. Different themes or topics are represented by different colours, sizes show the frequency of recurrence, and the strength of linkages between keywords is indicated by lengths. The mobile phones and consumer behaviour are represented by the green cluster, smartphone and sales are represented by the red cluster, and surveys and recycling are represented by the blue cluster. Moreover, in order to offer a more comprehensive comprehension of the results shown in Figure 4, Figure 5 offers a temporal visualisation of the co-occurrence of phrases in the evaluated papers. That illustrates the evolution of keyword usage through 2023.

Table 5. Top Keywords in Publication

KEYWORDS	TOTAL	PERCENTAGE
Mobile Phones	13	3.52
Consumer Behavior	12	3.25
Mobile Phone	10	2.71
Smartphone	9	2.44

Smartphones	7	1.90
Mobile Devices	6	1.63
Consumer Behaviour	6	1.63
Cellular Telephones	6	1.63
Surveys	5	1.36
Sales	5	1.36
Marketing	5	1.36
Telephone Sets	4	1.08
Social Influence	4	1.08
Recycling	4	1.08
Mobile Telecommunication Systems	4	1.08
Dependency	4	1.08
Consumer	4	1.08

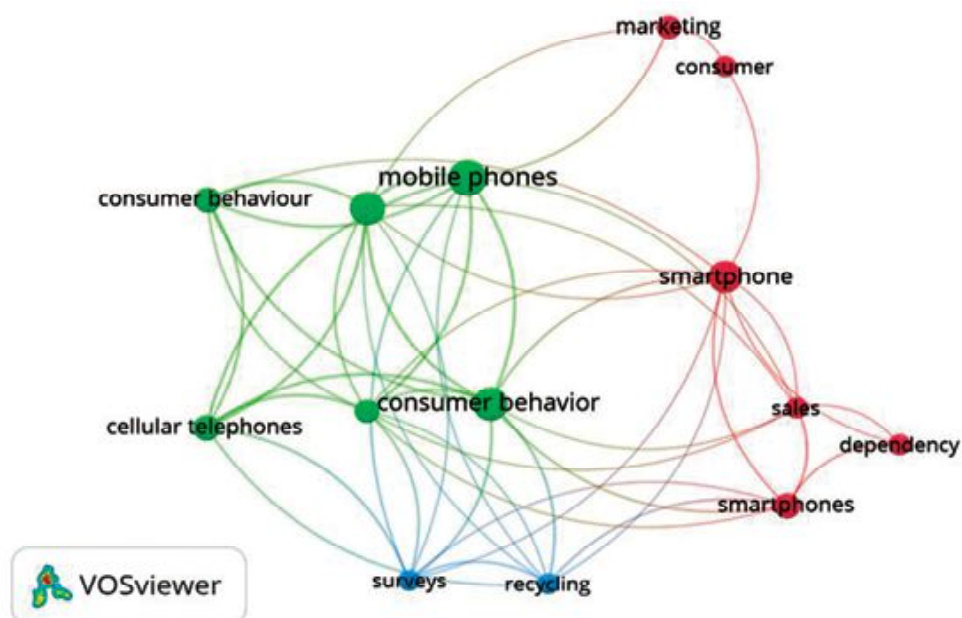


Figure 4. Co-occurrence of keywords of evaluated documents

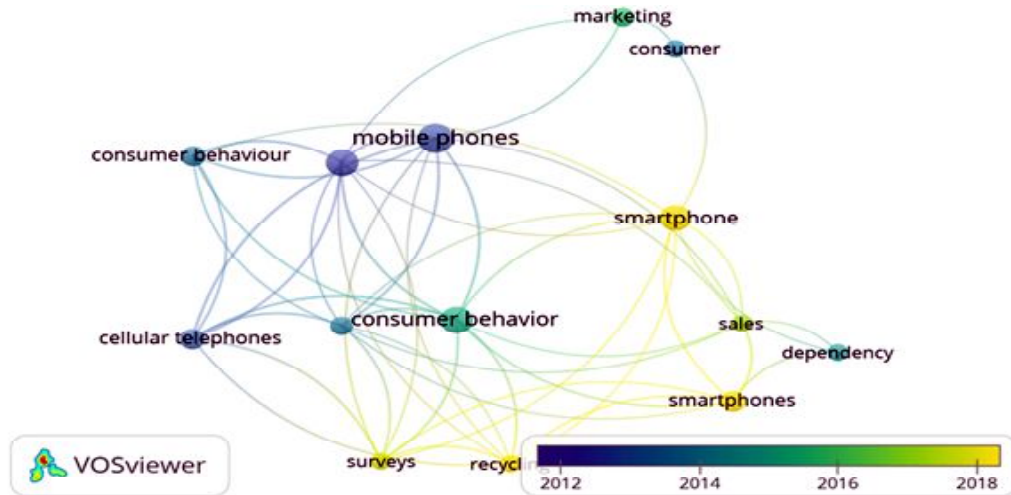


Figure 5. Timeline visualisation of co-occurrence of keywords of evaluated documents

5. CONCLUSION

In conclusion, this bibliometric analysis illuminates the multidimensional landscape of research trends in mobile phone purchase behaviour, reflecting the dynamic interplay between technological advancements, consumer preferences, and market dynamics. The observed fluctuations in publication outputs over the years underscore the evolving nature of research in this field, mirroring shifts in consumer behaviour and market trends. While the peak in publications from 2007 to 2014 may indicate heightened interest spurred by rapid technological innovations and expanding smartphone usage, the subsequent stabilisation suggests a maturing of research focus and methodologies. This stabilisation period could reflect a consolidation of knowledge and approaches as researchers delve deeper into nuanced aspects of mobile phone purchase behaviour.

Geographical insights reveal the global nature of research contributions, with countries like India, Australia, Malaysia, China, and others making significant impacts on the discourse. The collaborative networks observed among researchers and institutions underscore the importance of knowledge sharing and cross-disciplinary collaborations in advancing our understanding of mobile phone purchase behaviour. Moreover, the prominence of articles as the primary form of publication highlights the

importance of comprehensive analyses and detailed discussions in elucidating complex phenomena inherent in consumer decision-making processes.

Furthermore, the keyword analysis unveils the central themes driving research endeavours in this domain, ranging from consumer behaviour and smartphone types to marketing strategies and environmental concerns. These findings provide valuable guidance for stakeholders, including businesses, policymakers, and academic researchers, to navigate the complexities of the mobile phone market effectively. By leveraging insights gathered from this analysis, stakeholders can tailor strategies, policies, and research agendas to address emerging trends and meet evolving consumer needs and preferences in the ever-evolving landscape of mobile phone purchase behaviour. In essence, this study serves as a cornerstone for future research endeavours, fostering a deeper understanding of the intricate dynamics shaping consumer interactions with mobile technology and its implications for society, industry, and academia.

References:

- Adhav, S., TP, K. K., & Sekar, S. (2023). A study on purchase behaviour of mobile phone among women consumer. *Advances in Interdisciplinary Research and Innovation*, 89-95.
- Agarwal, V., & Sahoo, R. (2019). A study on factors affecting mobile phone buying behaviour in Bhubaneswar and Cuttack.
- Alshurideh, M., Nicholson, M., & Xiao, S. (2012). The effect of previous experience on mobile subscribers' repeat purchase behaviour. *European Journal of Social Sciences*, 30(3), 366-376.
- Budijati, S. M., Subagyo, Wibisono, M. A., & Masrurroh, N. A. (2015). A Study of Consumers' Post Consumption Behaviour for Mobile Phone in Indonesia. In *Industrial Engineering, Management Science and Applications 2015* (pp. 563-573). Springer Berlin Heidelberg.
- Hussain, W. M. H. W., & Ayob, A. H. (2023). Trends in Digital Marketing Research: A Bibliometric Analysis. *International Journal of Marketing, Communication and New Media*, 11(20).
- Islam, M. T., Huda, N., Baumber, A., Shumon, R., Zaman, A., Ali, F., ... & Sahajwalla, V. (2021). A global review of consumer behavior towards e-waste and implications for the circular economy. *Journal of Cleaner Production*, 316, 128297.
- Jain, S., & Singh, B. (2019). Consumer behavior toward mobile phone handsets. In *International Conference on Innovative Computing and Communications: Proceedings of ICICC 2018, Volume 1* (pp. 61-69). Springer Singapore.

- Muñoz-Villamizar, A., Solano, E., Quintero-Araujo, C., & Santos, J. (2019). Sustainability and digitalisation in supply chains: A bibliometric analysis. *Uncertain Supply Chain Management*, 7(4), 703-712.
- Sata, M. (2013). Factors affecting consumer buying behavior of mobile phone devices. *Mediterranean Journal of Social Sciences*, 4(12), 103-112.
- Tan, Q., Duan, H., Liu, L., Yang, J., & Li, J. (2018). Rethinking residential consumers' behaviour in discarding obsolete mobile phones in China. *Journal of Cleaner Production*, 195, 1228-1236
- Yang, J., He, X., & Lee, H. (2007). Social reference group influence on mobile phone purchasing behaviour: a cross-nation comparative study. *International Journal of Mobile Communications*, 5(3), 319-338.
- Yin, J., Gao, Y., & Xu, H. (2014). Survey and analysis of consumers' behaviour of waste mobile phone recycling in China. *Journal of Cleaner Production*, 65, 517-525.
- Yuen, Y. Y., Yeow, P. H., & Connolly, R. (2011). Mobile phone satisfaction in Malaysia: a demographic analysis. *International Journal of Mobile Communications*, 9(4), 341-358.

Rovisienuo¹, *Research Scholar, Department of Commerce ,
Nagaland University, Kohima Campus, Meriema
Email: rovisienuo47@gmail.com*

Dr. Gautam Patikar², *Professor Department of commerce,
Nagaland University, Kohima Campus , Meriema
Email: gautamp@nagalanduniversity.ac.in*

