THE IMPACT OF BRAND IMAGE ON THE RELATIONSHIP BETWEEN PERCEIVED QUALITY OF MOBILE PHONE FEATURES AND BUYING BEHAVIOR IN GAMPAHA DISTRICT

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ABSTRACT

Since the development of communication technology, the mobile phone has become the important aspect of day-to-day human life in the modern world. Around 4.9 billion people worldwide actually own 7.2 billion smartphone subscriptions, due to multi-device ownership and inactive accounts. As a developing country, Sri Lanka is has just 20.7 million people, the number of cell phones in use is 22.1 million. In particular, young people have used mobile devices very rapidly.

Mobile phone customers in Sri Lanka are frequently switching their brand preference to other competitive brands and nowadays numerous brands are offered in the mobile market and therefore it has created board space to choose variety brands with their quality. In this context, the main objective of this study to find out the impact of brand image on the customer relationship between perceived quality of mobile phone features and buying behavior in Gampaha District.

The study was carried out with four dimensions as autonomy, adaptability, multi-functionality and ability to cooperate to measure the perceived quality of mobile phone features and three dimensions to measure the buying behavior as attitude, preference and intention and also three dimension for mediating variable of brand image as affordability, quality and reliability. Data were collected using questionnaire within the 175 sample.

Based on the findings of the study, it conclude that perceived quality of mobile phones is good predictor of the buying behavior of mobile phones and there is a positive relationship between the perceived quality of mobile phones and consumer buying behavior. Moreover, based on the findings of the study, it conclude that the brand image of mobile phones is not mediating factor on the relationship between perceived quality and buying behavior of mobile phones. There are no any significant differences in level of perceptions regarding the perceived quality of mobile phone factures by demographic factors.

Keywords: Perceived Quality, Brand Image, Buying Behavior

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