Role of Price and Discount in Consumer Decision-Making for Mobile Phone Industry in Kathmandu

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Abstract

This study investigates the factors influencing mobile phone purchase decisions among consumers in Kathmandu, Nepal. It focuses on the impact of price, discounts, price perception, and product quality on consumer behaviour. A quantitative research approach was employed, involving a survey of 392 mobile phone users. The findings reveal that price and discounts significantly influence consumer decision-making. Consumers are more likely to make a purchase when prices are affordable and discounts are offered. However, price perception, encompassing factors like transparency and perceived value, also plays a role. Product quality, including brand reputation and perceived performance, is another significant consideration for consumers.

Keywords: *Price, Discount, Mobile Phone, Kathmandu, Consumer Decision Making*

1. Introduction

1.1. Background to the Study

The mobile phone industry has experienced rapid growth and transformation over the past few decades, becoming an integral part of the modern society. This industry's development is characterized by technological advancements, increased competition & diverse preference of consumers. In Kathmandu, the mobile phone market mirrors these trends while also reflecting unique local dynamics. This study shows how an organization should understand about client's perspective, especially about pricing and discounts, to prosper in this competitive market (Shrestha, 2021). Customers' segments are targeted by businesses through different forms of pricing strategies like penetration pricing, competitive pricing, and the like. However, there are economic differences in Kathmandu which also shows that the price sensitive consumers may vary greatly depending upon their economic class; therefore, pricing becomes a very sensitive issue (Tarnanidis, 2024). Promotion techniques which include discount offers are widely employed in the marketing strategies in order to create consumer interest (Andreti, Zhafira, & Akmal, 2013). Taking into account the fact that a significant number of consumers in Kathmandu are sensitive to the price level, discount and promotion can play a significant role in selection of the mobile phones.

1.2. Problem Statement

Although both pricing and discounts are acknowledged to influence the customer's decision-making, little research has been conducted regarding the mobile phone industry in Kathmandu. To meet this objective, this study will seek to explain how pricing and discounts influence consumers' purchase behaviour in this part of the world. Awareness of these dynamics may help to offer important

suggestions for those businesses, which would like to improve their marketing strategies based on consumer preference and increase competitive advantage.

1.3. Objectives of the Study

The objectives of the study are mentioned as below:

a) To assess the impact of price on consumer decision-making when purchasing a mobile phone.
b) To evaluate how discounts influence consumer decision-making in the mobile phone market.
c) To analyse the effect of price perception on consumer decision-making when buying a mobile phone.
d) To investigate how product quality affects consumer decision-making in mobile phone purchases.

1.4. Research Questions

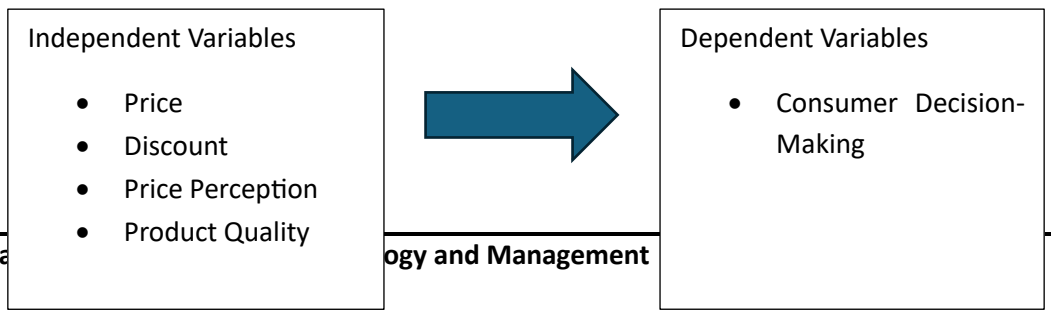
a) What is the impact of price on consumer decision-making when purchasing a mobile phone?
b) How do discounts influence consumer decision-making in the mobile phone market?
c) What is the effect of price perception on consumer choices when buying a mobile phone?
d) How does perceived product quality affect consumer decision-making in mobile phone purchases?

1.5. Research Hypotheses

a) H_1: There is a significant relationship between price and consumer decision-making for mobile phone purchase.
b) H_2: There is a significant relationship between discount and consumer decision-making for mobile phone purchase.
c) H_3: There is a significant relationship between price perception and consumer decision-making for mobile phone purchase.
d) H_4: There is a significant relationship between Product Quality and consumer decision-making for mobile phone purchase.

1.6. Research Model

This study examines the elements influencing mobile phone purchase decisions among consumers in Kathmandu. It focuses on the impact of price, discounts, price perception, product quality, age, income, and gender on these decisions. The model proposes that a consumer's age, income, gender, along with the phone's price and available discounts, can significantly affect their purchasing behaviour.



1.7. Significance of the Study

Figure 1: Research Model

Kathmandu, the cultural and economic hub of Nepal, has witnessed significant growth in mobile phone adoption. This growth is driven by the increasing importance of mobile communication in everyday life, the expansion of mobile networks, and the availability of a wide range of mobile devices. The mobile phone industry in Kathmandu encompasses a diverse array of brands and models, catering to various consumer segments with differing needs and preferences.

1.8. Scope of the Study

This study delves into the various factors that influence consumer decision-making in the mobile phone industry within Kathmandu. The primary focus is on understanding how pricing and discount strategies impact purchasing behaviours. Additionally, it investigates the role of demographic variables—such as age, gender, and income—in shaping consumer responses to these pricing and discount strategies. The research is confined to Kathmandu, a key economic and cultural hub of Nepal. This region presents a unique blend of urban and semi-urban consumer segments, making it an ideal setting for studying diverse consumer behaviours in the mobile phone market.

1.9. Limitations of the Study

This research aims to comprehend the impact of pricing and discounts on consumer decision-making within Kathmandu's mobile phone sector, though it does have certain limitations. Primarily, the geographic focus of the study may restrict the generalizability of its findings. Survey data and self-reporting bias might distort outcomes. Limited access to specific demographic groups or industry stakeholders may also constrain our analysis. Economic fluctuations and industry developments may also influence the research results (Birks & Malhotra , 2021). Despite these limitations, we aim to minimize biases and conduct a thorough examination of the research topic within the defined scope.

2. Review of Literature

2.1. Introduction

The literature review aims to explore and synthesize existing research on the factors influencing consumer behaviour and decision-making in the context of mobile phone purchases. As technology continues to evolve and the market becomes increasingly competitive, understanding the determinants of consumer decisions is crucial for both marketers and researchers. This review focuses on various aspects, including the impact of digital marketing, pricing strategies, product attributes, and social influences.

2.2. Review of Literature

In the study of Tanhaei et al. (2024), the results showed that social- media marketing and word-of-mouth advertising have a significant influence on the consumer behavioural intentions and the perceived interaction; while perceived price does not significantly influence the perceived interaction. This suggests that perceived interaction plays a significant role in influencing the customer intentions (Tanhaei, Boozary, & Shey, 2024).

Marketing variables such as product price and quality have a strong influence on the purchase intention as evidenced by the findings of James et al. (2024) on fairly-used smartphones (James, Inyang, David, Etim, & Kuseme, 2024). In the same way, Asyraf et al. (2024) found out that product quality and price are two factors that affect the Realme smartphone purchase decision (Asyraf, Montazeri, & Romdonny, 2024).

According to (Jossy & Reena, 2024), it is very clear that digital marketing tools such as digital advertising and social media have a significant impact on the consumers' buying behaviour. This is in agreement with (Kumar, Goyal, & Sharma, 2024) who stated that digital marketing in general enhances consumer behaviour hence the transition from conventional to digital marketing strategies (Jossy & Reena, 2024; Kumar et al., 2024).

Purwanto and Prayuda (2024) stressed that brand image, brand experience, and influencer marketing have a positive impact on the purchase interest which impacts on the purchase behaviour (Purwanto & Prayuda, 2024). This is in line with the study conducted by Pratama and Barusman (2024) which shows that product brand and selling price are the determinants of consumer purchase interest (Pratama & Barusman, 2024).

(Zomorrodian, 2014) also established that the prices that are offered for reduced prices have the most influence on the buying decision, and this is so according to the age, gender and income level of the consumer. Price discounts were also identified to have a positive effect on the consumer attention and interest, even though the purchasing behaviour might not be as affected (Monica & Indrawati, 2020).

More specifically, Kamarul Zaman et al. (2024) noted that the influence of country of origin and social factors has a great impact on the perceived quality and reliability of products, which affects the consumer's decision to purchase (Kamarul Zaman, Fauzi, Ab Rashid, & Nazree, 2024).

Victor et al. (2018) noted that different factors like the shopping experience put in place and the knowledge of the idea of dynamic pricing influenced the behaviour and decision to purchase goods in a dynamic pricing system (Victor, Thoppan, Nathan, & Maria, 2018). Rohani and Nazari (2012) also identified that consumers actively seeking, seeking more, and seeking frequently, were actually seeking more frequent repurchase rates and lead and positive consumers' experience sharing again (Rohani & Nazari, 2012).

2.3. Research Gap

While Tanhaei et al. (2024) highlight the significance of social media marketing and word-of-mouth on perceived interaction, they note that the relationship between price perception and consumer

behaviour is not well understood. This indicates a need to further explore how price perceptions specifically impact consumer decision-making in the mobile phone market.

Many studies, such as those by Victor et al. (2018) and Zomorrodian (2014), focus on specific regions (e.g., India, Iran) and may not be generalizable to the Kathmandu Valley. There is a need for research tailored to the unique socio-economic and cultural context of Kathmandu to understand local consumer behaviors related to pricing and discounts.

As stated by Monica and Indrawati (2020), there is a need to conduct a meta-analysis of several forms of promotion and the impact that they have on the buying decision. This leads to the following gap in knowledge regarding various aspects of discounts and its implications to consumers: To what extent and in what ways do various discount strategies affect purchasing behaviours of the consumers in the context of mobile phones?

Research presented by James et al. (2024) and Kamarul Zaman et al (2024) supports the increase in particular focus on individual markets and groups of consumers. In the case of Kathmandu, it could concern strategies of pricing and giving different discounts and understanding its impact to specific segments like students or working people.

Asyraf et al., (2024) and Surapati & Mahsyar (2020) also points out that current literatures clearly revealed that although pricing is crucial, sometimes it can be investigated in isolation or with few variables. A further explanation of how price and discounting strategies combine with such factors as brand establishment and product quality might help to paint a better picture of consumers' choices.

The researchers like Deepika et al., (2016) and Stankevich (2017) point out that a number of them had limited sample sizes and methodological approaches. There is a possibility to use various and valid research procedures to get more valid and generalizable findings in the Kathmandu context (Ganlari, Deka, & Dutta, 2016) (Stankevich, 2017).

In this regard, the study could provide some insights into the effects of price and discount policies on consumers' purchasing decision about mobile phones in Kathmandu.

3. Research Design and Methodology

3.1. Research Philosophy

This study adopts critical realism as the epistemological framework in acknowledgment of both the structural reality and the way people perceive it. This line of thought helps in determining the real impact of price and discounts on purchasing behaviour of consumers with regards to mobile phones in Kathmandu while understanding that consumers have different perception towards price and discounts (Saunders, Thornhill, Lewis, & Thornhill, 2019).

3.2. Research Approach

This research employs a deductive WHY approach, where identified theories on consumer buying behaviour/Pricing decisions were use to explore it in the context of mobile phone market in Kathmandu (Saunders, Thornhill, Lewis, & Thornhill, 2019).

3.3. Research Method

To test the hypotheses, quantitative research method was selected to gather empirical evidence and numerical data suitable for statistical analysis. This methodology provides quantifiable and objective data, allowing the results to be generalized to a broader population of consumers in Kathmandu.

3.4. Research Strategy

A descriptive survey design has been used in this study to collect data. Data was gathered using online survey techniques as well as manual data collection.

3.5. Time Horizon

This study employed a cross-sectional design, meaning data collected at a single point in time during July 2024.

3.6. Population

This study focused on mobile phone users in Kathmandu. While it was not feasible to survey every resident, the research utilized a representative sample that mirrored the population's age, income, and other demographics. Population is infinite.

3.7. Sampling Method

This study employed non-probability sampling to recruit mobile phone users from Kathmandu. The initiatives aim to decrease bias and include diverse participation. Online mobile phone forums and social media groups in Kathmandu were helpful to reach to participants.

Snowball sampling: Participants were encouraged to refer others from their network who met the inclusion criteria, aiming to expand and diversify the study's sample (Neuman, 2020).

3.8. Sample Size

The sample size for the research was 385 respondents. The sample size was determined using the Cochran formula, with a margin of error of 5% and a confidence level of 95%.

3.9. Instrumentation

This study collected data using a self-administered survey. Participants received a unique link to the survey questionnaires which was built using Online Survey Forms. Printed copy of questionnaire was also distributed, and data were collected manually as well.

3.10. Data Collection Procedure

The selected survey platform ensured secure data collection and maintained participant anonymity. Data was managed and stored in accordance with ethical guidelines. Additionally, data cleaning procedures were applied to guarantee accuracy and consistency before analysis.

3.11. Data Processing & Analysis

After the online survey, the data was cleaned and organized to ensure accuracy and consistency before analysis. The data was examined for missing values, discrepancies, and outliers (Birks & Malhotra , 2021). Imputation techniques were employed to handle incomplete responses or entries outside the expected range. Statistical software (SPSS) was utilized to format and transform the data for analysis. Descriptive statistical techniques, including frequency, percentage, mean, and standard deviation, were used to summarize the data. Inferential statistics such as ANOVA, correlation, chi-square, and regression were applied to explore the relationships between dependent and independent variables. The analysed data was then presented, with key findings described in the subsequent chapter.

Table 6: Data Collection Record

Particulars	Quantity
Questionnaire Distributed	1283
Questionnaire Collected	438
Questionnaire Usable	392

3.12. Ethical Considerations

Several ethical criteria guided this research. Participants were informed about the study through an information brochure and electronic consent process. Access to anonymized and protected data was restricted to authorized individuals only. Anonymity was preserved by advising participants not to include their name and other identifying information on the survey form.

4. Data Analysis & Interpretations

4.1. Introduction

This chapter presents the findings from the analysis of data collected from respondents. The data was analysed in alignment with the study's objectives. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were employed to analyse socio-demographic information. Inferential statistics, such as ANOVA, Pearson correlation, and the chi-square test, were used to examine the associations between work-life balance and the selected variables.

4.2. Reliability Statistics

Table 16 Reliability Statistics

Name of Variable	Type of Variable	Cronbach's Alpha	No. of Items
Price	Independent Variable	0.878	7
Discount	Independent Variable	0.934	6
Price Perception	Independent Variable	0.748	5
Product Quality	Independent Variable	0.817	6
Consumer Decision Making	Dependent Variable	0.772	5

Cronbach's Alpha value for Price, Discount, Product Quality and Consumer Decision Making is above 0.8 which is ideal limit. There creates impression that the components of questionnaire for these variables are trustworthy. However, the Alpha value of Price Perception is below 0.8 but above 0.7 which shows potential for improvement in the questionnaire but the result is acceptable for the majority of studies.

4.3. Descriptive Analysis

Table 21 Descriptive Statistics of Price Factor

	N	Minimum	Maximum	Mean	Std. Deviation
Affordability of a mobile phone	392	1	5	4.14	.985
Compare prices across different brands	392	1	5	4.08	.979
Best value for money	392	1	5	4.10	1.012
Willing to pay a higher price	392	1	5	4.07	1.053

Flexible with my budget if exceeds expectations	392	1	5	4.10	1.035
Compare prices of mobile phones	392	1	5	4.15	.925
Availability of installment payment plans	392	1	5	4.10	.997

From the above table we can see that, the means for all items hover around 4.0, indicating a general consensus among consumers that price-related factors are crucial in their buying behavior. The standard deviations are relatively low (around 1), suggesting that respondents have similar views on the importance of price, affordability, and value when purchasing mobile phones.

Table 22 Descriptive Statistics of Discount Factor

	N	Minimum	Maximum	Mean	Std. Deviation
Higher percentage discount.	392	1	5	3.31	1.351
Discounts influence	392	1	5	3.21	1.375
Wait for special discount periods	392	1	5	3.22	1.372
Limited-time discounts create a sense of urgency	392	1	5	3.19	1.397
Discount offered is significant	392	1	5	3.20	1.388
Compare the discounted prices of different phones	392	1	5	3.22	1.366

As per the above table we can see that, the mean scores for the discount-related items are around 3.2, indicating that while discounts are somewhat important, they are not the primary driving factor in the majority of consumers' buying decisions. The higher standard deviations (around 1.35 to 1.40) suggest a wide range of opinions, indicating that discounts influence consumer behavior differently, with some consumers being more sensitive to discounts than others.

Table 23 Descriptive Statistics of Price Perception Factor

	N	Minimum	Maximum	Mean	Std. Deviation
Transparency about the pricing	392	1	5	3.58	1.065
Sensitive to small differences in the prices	392	1	5	3.58	1.082

Price to be fair and reasonable	392	1	5	3.59	1.010
Higher-priced mobile phones offer better quality and features	392	1	5	3.62	1.015
Price of a mobile phone as an indicator of its overall value	392	1	5	3.37	1.038

The mean scores for the price perception items range from 3.37 to 3.62, indicating that while price perception is important, it varies depending on the specific aspect being considered (e.g., transparency, fairness, perceived value). The standard deviations are around 1.0, suggesting a moderate level of agreement among consumers, with some variation in how strongly they perceive these factors. Overall, consumers value transparency, fairness, and the perceived quality linked to price when purchasing mobile phones.

Table 24 Descriptive Statistics of Quality Factor

	N	Minimum	Maximum	Mean	Std. Deviation
Quality and performance	392	1	5	3.92	1.000
Reputed brands offer better quality and reliability.	392	1	5	4.18	.904
Past experiences influence	392	1	5	4.16	.926
Durability and longevity	392	1	5	4.10	.906
Positive user reviews	392	1	5	4.18	.919
Perceived quality influences	392	1	5	4.14	.894

The mean scores for the quality-related items are all above 4.0, indicating that quality is a major consideration for consumers when purchasing mobile phones. The standard deviations are relatively low, ranging from 0.894 to 1.0, suggesting that there is a high level of agreement among consumers on the importance of quality factors. Overall, quality, brand reputation, past experiences, durability, and user reviews are all key factors that strongly influence mobile phone purchasing decisions.

Table 25 Descriptive Statistics of Consumer Decision Making

	N	Minimum	Maximum	Mean	Std. Deviation
Evaluating needs before purchasing	392	1.00	5.00	3.8367	.85158

Quick purchasing decision after finding mobile liked.	392	1.00	5.00	3.6480	.78577
Compare multiple phones before buying	392	1.00	5.00	3.6607	.77998
Plan purchase in advance	392	1.00	5.00	3.5102	.80909
Sticking to pre-determined budget	392	1.00	5.00	3.8214	.89257

The mean scores for consumer decision-making items range from 3.51 to 3.84, indicating a generally consistent but slightly varied approach to decision-making among consumers. The standard deviations range from 0.779 to 0.893, suggesting that while there is a general consensus on these behaviors, individual differences do exist. Overall, consumers tend to evaluate their needs, compare options, and stick to a budget, although they might vary in how quickly they make decisions and how much they plan in advance.

4.4. Correlation Analysis

Table 26 Correlations

		Price	Discount	Price Perception	Product Quality	Consumer Decision Making
Price	Pearson Correlation	1				
Discount	Pearson Correlation	.064	1			
Price Perception	Pearson Correlation	-.093	-.034	1		
Product Quality	Pearson Correlation	.110*	.281**	.203**	1	
Consumer Decision Making	Pearson Correlation	.626**	.397**	.169**	.225**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

There is a strong positive correlation between Price and Consumer Decision Making, indicating that as the importance or consideration of price increases, it significantly influences consumer decision-

making. This relationship is statistically significant. Discounts also have a moderate positive correlation with Consumer Decision Making, suggesting that discounts influence how consumers decide on mobile phone purchases. This correlation is statistically significant. Product Quality is positively correlated with Consumer Decision Making, though the correlation is relatively moderate. This suggests that perceptions of quality do play a role in the decision-making process.

In summary, Consumer Decision Making is most strongly influenced by Price and Discount, showing that financial considerations are critical in the decision-making process. Product Quality also plays a role, although it is less influential compared to price factors. The relationships among the variables are generally positive, except for a slight negative (though not significant) relationship between Price and Price Perception. The statistically significant correlations highlight the interdependence of these factors in influencing consumer behavior.

4.5. Chi Square Test

4.7.1. Monthly Income and Frequency of Purchase

Table 27 Chi-Square Tests - Monthly Income and Frequency of Purchase

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	113.315[a]	12	<.001
Likelihood Ratio	101.634	12	<.001
Linear-by-Linear Association	52.999	1	<.001
N of Valid Cases	392		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.21.

The Pearson Chi-Square statistic is 113.315, with 12 degrees of freedom. The p-value is less than .001, which indicates that the relationship between the variables in the contingency table is statistically significant. The Chi-Square test results show a significant relationship between the variables analyzed. The strong association is consistent across the different Chi-Square tests (Pearson, Likelihood Ratio, and Linear-by-Linear Association). Despite a small portion of the cells having low expected counts, the results are statistically significant and indicate that the variables are not independent but rather related in a meaningful way.

4.7.2. Gender and Frequency of Purchase

Table 28 Chi-Square Tests - Gender and Frequency of Purchase

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.037[a]	3	.045
Likelihood Ratio	8.181	3	.042
Linear-by-Linear Association	2.034	1	.154
N of Valid Cases	392		

The value of the Pearson Chi-Square test is 8.037 with 3 degrees of freedom, and the p-value is .045. There is a statistically significant association between gender and the frequency of mobile phone purchases. This implies that gender might play a role in how often consumers purchase mobile phones.

4.7.3. Occupation and Frequency of Purchase

Table 29 Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.041[a]	9	.002
Likelihood Ratio	29.649	9	<.001
Linear-by-Linear Association	2.791	1	.095
N of Valid Cases	392		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 2.60.

The Pearson Chi-Square value is 26.041 with 9 degrees of freedom, and the p-value is .002. This indicates a statistically significant association between occupation and the frequency of mobile phone purchases. This suggests that occupation may influence how often consumers buy mobile phones.

4.6. One Way ANOVA between Moderating and Dependent Variables

4.8.1. Consumer Decision Making across different Age Groups

Table 30 Descriptives - Consumer Decision Making across different Age Groups

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 20	41	3.9220	.48348	.07551	3.7693	4.0746	2.00	4.80
20-29	171	3.8292	.59118	.04521	3.7400	3.9185	1.60	5.00
30-39	159	3.5157	.58478	.04638	3.4241	3.6073	1.20	4.80
40-49	14	3.6571	.43978	.11754	3.4032	3.9111	3.00	4.80
50-59	7	3.2571	.61875	.23387	2.6849	3.8294	2.00	3.80
Total	392	3.6954	.59682	.03014	3.6361	3.7547	1.20	5.00

The overall mean score for consumer decision-making across all age groups is 3.6954 with a standard deviation of 0.59682.

Table 31 ANOVA - Consumer Decision Making across different Age Groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.666	4	2.916	8.845	<.001
Within Groups	127.606	387	.330		
Total	139.272	391			

The between groups value shows the sum of squares is 11.666 with 4 degrees of freedom, resulting in a mean square of 2.916. The within groups value shows the sum of squares is 127.606 with 387 degrees of freedom, leading to a mean square of 0.330. The F-value is 8.845, and the corresponding p-value is less than 0.001. The ANOVA results show that there is a statistically significant difference in consumer decision-making scores across different age groups ($p < 0.001$). This indicates that age plays a significant role in influencing consumer decision-making when it comes to mobile phone purchases.

4.8.2. Consumer Decision Making across different Occupations

Table 32 Descriptives - Consumer Decision Making across different Occupations

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		

Student	34	3.9235	.58468	.10027	3.7195	4.1275	2.00	5.00
Employed	168	3.7274	.53854	.04155	3.6454	3.8094	1.40	4.60
Self-Employed	145	3.5862	.65771	.05462	3.4782	3.6942	1.20	4.80
Unemployed	45	3.7556	.55250	.08236	3.5896	3.9215	1.60	5.00
Total	392	3.6954	.59682	.03014	3.6361	3.7547	1.20	5.00

The overall mean score for consumer decision-making across all occupations is 3.6954 with a standard deviation of 0.59682.

Table 33 ANOVA - Consumer Decision Making across different Occupations

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.833	3	1.278	3.660	.013
Within Groups	135.439	388	.349		
Total	139.272	391			

Between Groups value shows the sum of squares is 3.833 with 3 degrees of freedom, resulting in a mean square of 1.278. Within Groups value shows the sum of squares is 135.439 with 388 degrees of freedom, leading to a mean square of 0.349. The F-value is 3.660, with a corresponding p-value of 0.013. The ANOVA results indicate that there is a statistically significant difference in consumer decision-making scores across different occupations (p = 0.013). This suggests that occupation influences how consumers make decisions regarding mobile phone purchases.

4.8.3. Consumer Decision Making across different Monthly Income Levels

Table 34 Descriptives - Consumer Decision Making across different Income Levels

					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Below NPR 25,000	141	3.7901	.48126	.04053	3.7099	3.8702	1.60	5.00
NPR 25,000 - NPR 49,999	84	3.7452	.50286	.05487	3.6361	3.8544	1.60	4.80

NPR 50,000 - NPR 74,999	74	3.7676	.46231	.05374	3.6605	3.8747	1.80	4.40
NPR 75,000 - NPR 99,999	42	3.5571	.70612	.10896	3.3371	3.7772	1.80	5.00
NPR 100,000 and Above	51	3.3608	.91040	.12748	3.1047	3.6168	1.20	4.80
Total	392	3.6954	.59682	.03014	3.6361	3.7547	1.20	5.00

The overall mean score for consumer decision-making across all income levels is 3.6954 with a standard deviation of 0.59682.

Table 35 ANOVA - Consumer Decision Making across different Income Levels

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.371	4	2.093	6.187	<.001
Within Groups	130.901	387	.338		
Total	139.272	391			

Between Groups value shows that the sum of squares is 8.371 with 4 degrees of freedom, resulting in a mean square of 2.093. Within Groups value shows that the sum of squares is 130.901 with 387 degrees of freedom, leading to a mean square of 0.338. The F-value is 6.187, with a corresponding p-value of <.001. The ANOVA results indicate that there is a statistically significant difference in consumer decision-making scores across different monthly income levels ($p < .001$). This suggests that income level influences how consumers make decisions regarding mobile phone purchases.

4.7. Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to explore the relationship between one dependent variable and several independent variables, helping to predict outcomes and assess the strength of these relationships. In consumer behaviour research, it can predict how factors like price, discount, product quality, and price perception collectively influence buying decisions. This breakdown also reveals which variables have a large effect, and coefficients point to the direction as well as strength of these effects; in addition, R-squared shows the extent to which the model is able to account for variability in the dependent variable. Hypothesis is checked using the p-value for each predictor as well as an F-value for the whole model. This enables the control of several factors and determine which factors have influence on the customers decisions which can be useful to business people with aim of improving its marketing and sales strategies.

Table 36 ANOVA - Multiple Linear Regression Analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.370	4	20.092	132.013	<.001[b]
	Residual	58.902	387	.152		
	Total	139.272	391			

a. Dependent Variable: Consumer Decision Making

b. Predictors: (Constant), Product Quality, Price, Price Perception, Discount

The ANOVA (Analysis of Variance) table provides insight into the overall significance of the regression model used to predict the dependent variable, Consumer Decision Making, based on the independent variables: They includes Product Quality, Price, Price Perception, and Discount . This means that the summarized regression model is statistically significant given by the extremely low p-value which is < 0.001. This implies that all the independent variables in combination influence Consumer Decision Making.

The ANOVA results indicate that the predictor variables that have been used in the regression model, namely Product Quality, Price, Price perception, and Discount have significant effects on the Consumer Decision Making variability. This means that all these variables jointly are highly significant and have a positive and significant impact on the extent of consumers' decision making if they should buy mobile phones or not.

Table 37 Model Summary - Multiple Linear Regression Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760[a]	.577	.573	.39013

a. Predictors: (Constant), Product Quality, Price, Price Perception, Discount

b. Dependent Variable: Consumer Decision Making

From the table above, R value shows a strong positive correlation between the independent variables (Product Quality, Price, Price Perception, Discount) and the dependent variable (Consumer Decision Making). An R value of 0.760 suggests that as these factors increase or improve, consumer decision-making behavior is likely to be positively influenced. R Square signifies the proportion of variance in the dependent variable that is described by the independent variables in the model. An R Square of

0.577 means that approximately 57.7% of the variability in Consumer Decision Making can be explained by Product Quality, Price, Price Perception, and Discount. This indicates that the model has a good level of explanatory power. With an R Square of 0.577 and a strong R value of 0.760, the model demonstrates a strong relationship between the predictors and the dependent variable, making it a reliable tool for understanding and predicting consumer behavior in the context of mobile phone purchases.

Table 38 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.387	.178		2.181	.030		
	Price	.491	.026	.625	18.642	<.001	.973	1.027
	Discount	.182	.017	.364	10.503	<.001	.912	1.097
	Price Perception	.193	.028	.238	6.958	<.001	.937	1.067
	Product Quality	.005	.032	.006	.156	.876	.863	1.159

a. Dependent Variable: Consumer Decision Making

The Coefficients table shows a total of 4 independent variables which are; Price, Discount, Price Perception, and Product Quality. The regression analysis shows that Price has the highest prediction value on Consumer Decision Making, while rank second is Discount and third is Price Perception. The indicator of Product Quality does not play a major role in the elaborated model. These analyses reveal that Price, Discount, and Price Perception to be highly significant ($p < 0.001$), which indicates that these factors are very important drivers of consumer behaviours in the consumption of mobile phones.

The model suggested by the analysis is as below:

$Y = 0.387 + 0.491 \times X1 + 0.182 \times X2 + 0.193 \times X3 + 0.005 \times X4$

Where,

Y = Consumer Decision Making

X1 = Price

X2 = Discount

X3 = Price Perception

X4 = Product Quality

4.8. Major Findings

i. Chi Square Test:
   - Chi square test of Monthly Income and Frequency of Purchase shows significant relationship ($p < 0.001$), indicating income affects purchase frequency.
   - Chi square test of Gender and Frequency of Purchase shows significant relationship ($p = 0.045$), suggesting gender may influence purchase frequency.
   - Chi square test of Occupation and Frequency of Purchase shows significant relationship ($p = 0.002$), showing occupation impacts how often people purchase phones.

ii. One way ANOVA:
   - One way ANOVA test on Age Groups shows significant differences in consumer decision-making across age groups ($p < 0.001$). Younger consumers tend to have different decision-making behaviours compared to older groups.
   - One way ANOVA test on Occupation shows differences in consumer decision-making among various occupations ($p < 0.001$). Different occupations show varying decision-making patterns.

4.9. Result of Hypothesis Testing

Table 39 Summary of Hypothesis Testing

No.	Hypothesis	Results
H_1	There is a significant relationship between price and consumer decision-making for mobile phone purchase.	Significant
H_2	There is a significant relationship between discount and consumer decision-making for mobile phone purchase.	Significant
H_3	There is a significant relationship between price perception and consumer decision-making for mobile phone purchase.	Significant
H_4	There is a significant relationship between Product Quality and consumer decision-making for mobile phone purchase.	Not Significant

In summary, Price, Discount, and Price Perception are significant predictors of Consumer Decision Making, while Product Quality does not significantly influence it in this model.

5. Conclusion and Recommendation

5.1. Conclusion

In conclusion, this study offers a significant contribution in identifying factors affecting consumer behaviour in the purchase of mobile phone in the Kathmandu. Where the consumer is concerned the choice is made in the light of price, discounts available and quality of the product but amongst all of them price stands as the most decisive factor. It is very important that these factors are well considered when formulating the marketing strategies needed by the businesses so as to popularize their products or services.

5.2. Recommendations

Based on the findings of this research, the following suggestions are made for future research:

- Longitudinal studies: This research can be bettered in the following ways: Future studies could use a cross-sectional survey, which could allow researchers to track the dynamic changes in consumption behaviour and also help in evaluating the durability of the price discount and product quality strategies.
- Cross-cultural comparisons: Comparisons were made of consumers from various parts of the world and the multivariate nature of consumers could reveal differing behaviours based on cultures that firms may consider exploiting.
- In-depth interviews: Qualitative research methods, like in-depth interviews, could offer a deeper understanding of consumer motivations and decision-making processes.
- Impact of digital marketing: They could also look into the impact that digital media has to the consumer decisions in the mobile phone market which includes social media and online ads.

By touching on these recommendations, further research can extend the existing knowledge of consumers' decision-making in the context of the mobile phone sector while offering useful suggestions to firms concerning marketing strategies.

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