

Consumers' Decision Making Styles (CDMS) of Mobile Phone Purchases Among University Level Students in Pakistan

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Abstract

Consumer decision making styles have become an interesting area that poses challenges for researchers, marketers and practitioners around the world. This paper aims to identify the decision-making styles of mobile phones among university level students in Pakistan. Primary data was gathered for the purpose of this research using a five-point Likert scale and convenience sampling technique. A total of 150 questionnaires were distributed among university level students in Islamabad and Rawalpindi. The research findings indicated that university level students in Pakistan follow a decision making style that is perfectionist, brand conscious, price conscious, careless conscious, confused by over choice, and brand-loyaty. However, the most dominant characteristic is being brand-conscious followed by being quality conscious. Marketers can use these findings to develop their marketing strategies to become successful in today's competitive marketplace.

Keywords: Consumer behavior, Decision making styles, Mobile phones, Pakistan.

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