



Changing Consumer Purchase Behaviour in the Mobile Phone Market : A Comparative Study of Online and Offline Buyers in Madhya Pradesh

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Abstract: The mobile phone market in India has undergone a profound transformation with the rapid growth of e-commerce platforms and increasing consumer reliance on digital channels for information search and purchasing. Mobile phones, being high-involvement and technology-intensive products, exhibit complex consumer decision-making patterns influenced by price sensitivity, trust, perceived risk, convenience, warranty assurance, and after-sales service expectations. While online platforms offer competitive pricing, convenience, and extensive product information, offline retail outlets continue to attract consumers through physical inspection, immediate possession, personalized assistance, and localized service support.

The present study examines the changing consumer purchase behaviour in the mobile phone market through a comparative analysis of online and offline buyers in Madhya Pradesh. Using primary data collected from consumers across selected urban and semi-urban districts, the study investigates differences in behavioural drivers such as price sensitivity, trust, convenience orientation, delivery preference, warranty perception, and after-sales service expectations. A quantitative research design is adopted, employing descriptive statistics, independent sample t-tests, chi-square analysis, factor analysis, and logistic regression to identify determinants of channel choice.

The findings reveal statistically significant behavioural differences between online and offline buyers. Online buyers demonstrate higher price sensitivity and convenience orientation, whereas offline buyers exhibit stronger trust, preference for physical verification, clearer warranty perception, and higher after-sales service expectations. The study contributes region-specific empirical evidence from Madhya Pradesh and offers strategic insights for retailers, e-commerce platforms, and policymakers to design channel-appropriate marketing and consumer protection strategies.

Index Terms - Consumer Purchase Behaviour, Mobile Phone Market, Online Buying, Offline Buying, Price Sensitivity, Trust, Omnichannel Retailing, Madhya Pradesh.

I. INTRODUCTION

The retail landscape in India has experienced a significant structural shift over the last decade, driven by digitalization, widespread internet access, and the rapid expansion of e-commerce platforms. Among various retail categories, the mobile phone market has emerged as one of the most dynamic and competitive segments due to frequent technological innovation, short product life cycles, and intense brand rivalry. The rise of e-commerce has fundamentally altered how consumers search for information, evaluate alternatives, and make purchase decisions in this market.

Traditionally, mobile phone purchases were dominated by brick-and-mortar retail outlets, including exclusive brand showrooms and multi-brand local dealers. These outlets relied heavily on interpersonal interaction, trust-based selling, product demonstrations, and localized after-sales service. However, the emergence of online marketplaces such as Amazon and Flipkart introduced a new purchasing paradigm characterized by

price transparency, extensive product comparison, user reviews, doorstep delivery, and attractive promotional offers.

In Madhya Pradesh, the growth of e-commerce adoption has been facilitated by improved digital infrastructure, increasing smartphone penetration, affordable mobile data, and the expansion of digital payment systems. Urban consumers, particularly younger and working professionals, increasingly prefer online channels for mobile phone purchases. At the same time, a substantial segment of consumers—especially in semi-urban areas—continues to rely on offline retailers due to concerns related to trust, product authenticity, warranty clarity, and post-purchase support.

This coexistence of online and offline channels has resulted in **changing consumer purchase behaviour**, where channel choice is influenced not only by price and convenience but also by psychological factors such as perceived risk, trust, and service expectations. Understanding these behavioural differences is critical for retailers and policymakers seeking to balance consumer welfare, fair competition, and market sustainability.

1.1 Consumer Purchase Behaviour in High-Involvement Products

Consumer purchase behaviour refers to the process through which individuals identify needs, search for information, evaluate alternatives, make purchase decisions, and engage in post-purchase evaluation. Mobile phones fall under the category of **high-involvement products**, as they involve significant financial outlay, long-term usage, and rapid technological obsolescence. Consequently, consumers tend to engage in extensive information search and careful evaluation before purchase.

In high-involvement categories, the choice of purchase channel becomes an integral part of the decision-making process. Consumers weigh the benefits and risks associated with each channel, including price advantages, convenience, trustworthiness, and service reliability. The increasing availability of online information and peer reviews has further complicated this process by reducing information asymmetry while simultaneously increasing exposure to promotional stimuli.

1.2 Online vs Offline Mobile Phone Buying Context

Online and offline mobile phone purchasing channels offer distinct value propositions. Online platforms emphasize convenience, price competitiveness, and access to a wide assortment of products. Features such as exchange offers, no-cost EMI options, flash sales, and easy returns enhance the attractiveness of online buying. However, online purchases are often associated with perceived risks related to counterfeit products, delivery delays, warranty disputes, and lack of personal interaction.

Offline retail outlets, on the other hand, provide physical product inspection, immediate possession, face-to-face interaction with sales personnel, and localized after-sales support. These attributes enhance consumer trust and reduce perceived risk, particularly for first-time buyers or consumers with limited digital confidence. As a result, offline channels continue to play a vital role despite the rapid growth of e-commerce.

1.3 Problem Statement

Although the growth of online mobile phone purchases is evident, empirical research comparing **online and offline buyer behaviour at the state level** remains limited. Existing studies often focus on metropolitan markets or national aggregates, overlooking regional variations in digital readiness, income levels, and service infrastructure. Madhya Pradesh presents a unique context where urban digital adoption coexists with strong traditional retail networks.

The present study addresses this gap by conducting a comparative analysis of online and offline mobile phone buyers in Madhya Pradesh, focusing on behavioural drivers that influence channel choice.

II. TYPE LITERATURE REVIEW

The literature on consumer purchase behaviour in online and offline channels highlights several key determinants influencing channel selection. Studies rooted in electronic commerce research emphasize the role of **price sensitivity**, **perceived usefulness**, and **ease of use** in driving online purchases. Online buyers are often motivated by discounts, exchange offers, and the convenience of shopping without spatial constraints.

Research on trust and perceived risk consistently demonstrates that trust in the seller, platform, and transaction process is critical for online purchasing. Consumers with higher perceived risk regarding payment security, product authenticity, and after-sales service tend to avoid online channels and prefer offline stores. This tendency is particularly strong in high-value product categories such as mobile phones.

Studies on offline retail behaviour underline the importance of interpersonal interaction, service quality, and post-purchase support. Physical inspection and immediate possession reduce uncertainty and enhance

consumer confidence. Research on omnichannel behaviour further indicates that consumers often combine online and offline touchpoints, engaging in information search online and purchasing offline or vice versa. Despite extensive research at the national and international levels, limited empirical evidence exists on **state-specific consumer behaviour in India**, particularly in the context of Madhya Pradesh. This study contributes to the literature by providing regionally grounded insights into changing consumer purchase behaviour in the mobile phone market.

III. THEORETICAL CONCEPT AND RESEARCH FRAMEWORK

Understanding the changing consumer purchase behaviour in the mobile phone market requires a strong theoretical foundation that explains how individuals evaluate alternatives, perceive risk, and select purchase channels. The present study integrates multiple behavioural and technology-adoption theories to explain differences between online and offline mobile phone buyers in Madhya Pradesh.

3.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (Davis, 1989) is one of the most widely used frameworks for explaining adoption of technology-enabled systems. According to TAM, two key constructs—**Perceived Usefulness (PU)** and **Perceived Ease of Use (PEOU)**—determine an individual's attitude toward using a technology and, ultimately, their behavioural intention.

In the context of mobile phone purchases, online platforms are perceived as useful due to:

- ❖ Price comparison and discounts
- ❖ Time savings and convenience
- ❖ Access to extensive product information and reviews

Consumers who perceive online platforms as easy to use—through intuitive interfaces, simple payment processes, and reliable delivery systems—are more likely to adopt online buying. TAM helps explain why digitally literate and younger consumers in Madhya Pradesh increasingly prefer online channels.

However, TAM alone does not fully capture concerns related to trust, risk, and social influence, which are particularly relevant in high-value purchases such as mobile phones. Therefore, additional theoretical perspectives are incorporated.

3.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (Ajzen, 1991) extends behavioural analysis by incorporating **attitude**, **subjective norms**, and **perceived behavioural control** as predictors of behavioural intention.

- ❖ **Attitude:** Consumers' overall evaluation of online or offline purchasing (e.g., belief that online buying is economical or that offline buying is safer).
- ❖ **Subjective Norms:** Social influence from friends, family members, peers, and online reviewers who shape perceptions of acceptable or preferred buying modes.
- ❖ **Perceived Behavioural Control:** Consumers' perception of their ability to complete a purchase successfully, influenced by digital skills, payment confidence, and access to support.

In Madhya Pradesh, subjective norms—such as recommendations from peers or social media influencers—may encourage online buying among younger consumers, while perceived behavioural control may lead older or less digitally confident consumers to prefer offline stores.

3.3 Perceived Risk Theory

Perceived Risk Theory plays a crucial role in explaining consumer resistance to online purchases, especially for high-involvement products. Bauer (1960) conceptualized perceived risk as the uncertainty consumers face regarding potential negative consequences of a purchase decision.

In mobile phone buying, perceived risk manifests in several forms:

- ❖ **Financial risk:** Fear of monetary loss due to fraud or defective products
- ❖ **Performance risk:** Concern that the product may not function as expected
- ❖ **Warranty and service risk:** Uncertainty regarding warranty validity and service support
- ❖ **Delivery risk:** Possibility of damage, delay, or incorrect delivery

Offline channels reduce perceived risk by enabling physical inspection, face-to-face interaction, and immediate resolution of concerns. This theory is particularly relevant in explaining why a significant segment of consumers in Madhya Pradesh continues to prefer offline purchases despite online price advantages.

3.4 Omnichannel Consumer Behaviour Perspective

Recent research emphasizes that consumers do not always behave exclusively as online or offline buyers. Instead, they often adopt **omnichannel behaviours**, combining online and offline touchpoints throughout the purchase journey. For example, consumers may research specifications and prices online but finalize purchases offline to reduce risk and ensure service support.

This perspective recognizes that channel choice is dynamic and context-dependent, influenced by product type, urgency, risk perception, and prior experience. In the mobile phone market, omnichannel behaviour is increasingly common, particularly among urban consumers.

3.5 Conceptual Framework of the Study

Based on the above theories, the study proposes a conceptual framework in which **channel choice (online vs offline)** is influenced by the following behavioural determinants:

- ❖ Price Sensitivity
- ❖ Trust and Perceived Risk
- ❖ Convenience Orientation
- ❖ Delivery Preference
- ❖ Warranty Perception
- ❖ After-Sales Service Expectation

Demographic variables such as age, income, education, and location act as control variables that may moderate these relationships.

IV. RESEARCH GAP

A comprehensive review of existing literature reveals several gaps that justify the present study:

- (i) **Limited Regional Focus:** Most studies on online versus offline consumer behaviour in India focus on metropolitan cities or national-level samples. State-specific analyses, particularly for Madhya Pradesh, are scarce.
- (ii) **Insufficient Comparative Behavioural Analysis:** Existing research often examines online buying intention in isolation rather than conducting direct comparative analysis between online and offline buyers using identical behavioural constructs.
- (iii) **Underrepresentation of After-Sales and Warranty Factors:** Many studies emphasize price and convenience while underestimating the role of warranty perception and after-sales service expectations in channel choice for high-value products like mobile phones.
- (iv) **Lack of Integrated Theoretical Approach:** Prior research frequently relies on a single theoretical model. There is a need for integrated frameworks combining technology acceptance, behavioural intention, and perceived risk perspectives.
- (v) **Empirical Gap in High-Involvement Products:** Mobile phones, despite being high-involvement products with rapid innovation cycles, have not been sufficiently studied from a comparative channel-behaviour perspective at the regional level.

The present study addresses these gaps by adopting an integrated theoretical framework and conducting a comparative empirical analysis of online and offline buyers in Madhya Pradesh.

V. OBJECTIVES OF THE STUDY

The study is guided by the following objectives:

1. To examine the changing purchase behaviour of consumers in the mobile phone market in Madhya Pradesh.
2. To compare price sensitivity between online and offline mobile phone buyers.
3. To assess differences in trust and perceived risk between online and offline buyers.
4. To analyze convenience orientation and delivery preference across buying channels.
5. To compare warranty perception and after-sales service expectations of online and offline buyers.
6. To identify key behavioural predictors influencing channel choice in the mobile phone market.

VI. HYPOTHESES OF THE STUDY

Based on the objectives and theoretical framework, the following hypotheses are formulated:

H₀₁: There is no significant difference in price sensitivity between online and offline mobile phone buyers in Madhya Pradesh.

H₀₂: There is no significant difference in trust level between online and offline mobile phone buyers.

H₀₃: There is no significant difference in convenience orientation between online and offline buyers.

H₀₄: Warranty perception does not significantly differ between online and offline mobile phone buyers.

H₀₅: There is no significant difference in after-sales service expectations between online and offline buyers.

H₀₆: Price sensitivity, trust, convenience orientation, warranty perception, and after-sales service expectations do not significantly influence channel choice in the mobile phone market.

VII. RESEARCH METHODOLOGY

The present study adopts a systematic empirical methodology to examine changing consumer purchase behaviour in the mobile phone market through a comparative analysis of online and offline buyers in Madhya Pradesh. The methodology is designed to ensure robustness, reliability, and suitability for inferential statistical testing.

7.1 Research Design

A **descriptive and analytical research design** was employed. The descriptive component captures consumers' demographic profiles and behavioural tendencies across buying channels, while the analytical component tests statistically significant differences and relationships among behavioural constructs influencing channel choice.

7.2 Universe of the Study

The universe comprises **consumers who purchased a mobile phone within the last 12 months** in selected urban and semi-urban districts of Madhya Pradesh.

7.3 Sampling Design and Sample Size

- ❖ **Sampling Technique:** Stratified random sampling
- ❖ **Strata:** Online buyers and Offline buyers
- ❖ **Sample Size:** 400 respondents (200 online buyers and 200 offline buyers)
- ❖ **Geographical Coverage:** Bhopal, Indore, Jabalpur, Gwalior, and Ujjain

The sample size was considered adequate for multivariate analysis such as factor analysis and logistic regression.

7.4 Data Collection Instrument

Primary data were collected using a **structured questionnaire**, consisting of two sections:

- (a) **Demographic Information:** Age, gender, education, income, occupation, and location
- (b) **Behavioural Constructs:**
 - Price Sensitivity
 - Trust / Perceived Risk
 - Convenience Orientation
 - Delivery Preference
 - Warranty Perception
 - After-Sales Service Expectation

Responses were measured using a **five-point Likert scale** (1 = Strongly Disagree to 5 = Strongly Agree).

7.5 Period of Study

The data relate to purchase behaviour during the period **2023–2024**, reflecting contemporary post-pandemic digital buying patterns.

7.6 Variables of the Study

- ❖ **Dependent Variable:** Channel Choice (Online = 1, Offline = 0)
- ❖ **Independent Variables:** Price Sensitivity, Trust, Convenience Orientation, Warranty Perception, After-Sales Service Expectation
- ❖ **Control Variables:** Age, income, education, and location

7.7 Statistical Tools Used

- ❖ Descriptive statistics
- ❖ Reliability analysis (Cronbach's Alpha)
- ❖ Independent sample t-test
- ❖ Chi-square test
- ❖ Exploratory Factor Analysis (EFA)
- ❖ Binary Logistic Regression

VIII. ANALYSIS OF DATA AND INTERPRETATION

8.1 Demographic Profile of Respondents

The demographic analysis indicated that:

- ❖ 58% of online buyers were below 35 years of age, compared to 34% among offline buyers
- ❖ Offline buyers had a higher representation in the 35–50 age group
- ❖ Higher income and education levels were positively associated with online purchasing

These findings suggest that demographic variables moderately influence channel choice.

8.2 Reliability Analysis

Table 1: Reliability Statistics (Cronbach's Alpha)

Construct	No. of Items	Cronbach's Alpha
Price Sensitivity	5	0.82
Trust / Perceived Risk	6	0.85
Convenience Orientation	5	0.80
Warranty Perception	4	0.78
After-Sales Service Expectation	5	0.83

All constructs exhibit alpha values above 0.70, indicating satisfactory internal consistency.

8.3 Exploratory Factor Analysis

Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was **0.84**, and Bartlett's Test of Sphericity was significant ($p < 0.001$), confirming the suitability of data for factor analysis. Five distinct factors corresponding to the proposed constructs were extracted with eigenvalues greater than 1, explaining **68.4% of total variance**.

8.4 Descriptive Statistics: Online vs Offline Buyers

Table 2: Mean Scores of Behavioural Constructs

Construct	Online Buyers (Mean)	Offline Buyers (Mean)
Price Sensitivity	4.18	3.62
Trust Level	3.54	4.07
Convenience Orientation	4.32	3.48
Warranty Perception	3.49	4.11
After-Sales Service Expectation	3.57	4.26

8.5 Independent Sample t-Test

Table 3: t-Test Results

Construct	t-value	p-value	Result
Price Sensitivity	6.21	0.000	Significant
Trust Level	-5.84	0.000	Significant
Convenience Orientation	8.03	0.000	Significant
Warranty Perception	-6.47	0.000	Significant
After-Sales Expectation	-7.29	0.000	Significant

The results confirm statistically significant differences between online and offline buyers across all behavioural dimensions.

8.6 Chi-Square Analysis: Channel Choice and Demographics

Chi-square analysis revealed significant associations between channel choice and:

- ❖ Age ($\chi^2 = 14.36, p < 0.05$)
- ❖ Education ($\chi^2 = 12.18, p < 0.05$)
- ❖ Income ($\chi^2 = 10.92, p < 0.05$)

Gender did not show a statistically significant association.

8.7 Logistic Regression Analysis

Binary logistic regression was conducted to identify predictors of channel choice.

Table 4: Logistic Regression Results

Predictor	B	Odds Ratio	p-value
Price Sensitivity	0.78	2.18	0.000
Convenience Orientation	0.85	2.34	0.000
Trust Level	-0.62	0.54	0.002
Warranty Perception	-0.71	0.49	0.001
After-Sales Expectation	-0.66	0.52	0.001

The model correctly classified **74.5%** of cases (Nagelkerke $R^2 = 0.49$).

Hypothesis	Test Used	Calculated Value	p Value	Result
H₀₁ : There is no significant difference in price sensitivity between online and offline mobile phone buyers.	Independent Sample t-test	t = 6.21	0.000	Rejected
H₀₂ : There is no significant difference in trust level between online and offline mobile phone buyers.	Independent Sample t-test	t = -5.84	0.000	Rejected
H₀₃ : There is no significant difference in convenience orientation between online and offline buyers.	Independent Sample t-test	t = 8.03	0.000	Rejected
H₀₄ : Warranty perception does not significantly differ between online and offline mobile phone buyers.	Independent Sample t-test	t = -6.47	0.000	Rejected
H₀₅ : There is no significant difference in after-sales service expectations between online and offline buyers.	Independent Sample t-test	t = -7.29	0.000	Rejected
H₀₆ : Price sensitivity, trust, convenience orientation, warranty perception, and after-sales expectations do not significantly influence channel choice.	Binary Logistic Regression	χ^2 (Model) = 112.46	0.000	Rejected

Hypothesis H₀₁ stated that there is no significant difference in price sensitivity between online and offline mobile phone buyers in Madhya Pradesh. To test this hypothesis, an **independent sample t-test** was applied. The calculated **t-value was 6.21** with a **p-value of 0.000**, which is less than the 0.05 level of significance. This indicates a statistically significant difference in price sensitivity between the two groups. Therefore, the null hypothesis (H₀₁) is **rejected**, and it is concluded that online buyers are significantly more price-sensitive than offline buyers.

Hypothesis H₀₂ proposed that there is no significant difference in trust level between online and offline mobile phone buyers. The hypothesis was tested using an **independent sample t-test**. The analysis yielded a **t-value of -5.84** with a **p-value of 0.000**, indicating a statistically significant difference in trust levels. Since the p-value is below the 0.05 threshold, the null hypothesis (H₀₂) is **rejected**. This result confirms that offline buyers exhibit significantly higher trust compared to online buyers.

Hypothesis H₀₃ assumed that convenience orientation does not significantly differ between online and offline mobile phone buyers. An **independent sample t-test** was conducted, and the calculated **t-value was 8.03** with a **p-value of 0.000**. The result is statistically significant, leading to the rejection of the null hypothesis (H₀₃). The findings indicate that online buyers demonstrate a significantly higher level of convenience orientation than offline buyers.

Hypothesis H₀₄ stated that warranty perception does not significantly differ between online and offline mobile phone buyers. This hypothesis was tested using an **independent sample t-test**, which produced a **t-value of -6.47** and a **p-value of 0.000**. As the p-value is less than 0.05, the null hypothesis (H₀₄) is **rejected**. The result suggests that offline buyers have a significantly stronger and clearer perception of warranty assurance compared to online buyers.

Hypothesis H₀₅ proposed that there is no significant difference in after-sales service expectations between online and offline mobile phone buyers. The hypothesis was examined using an **independent sample t-test**. The calculated **t-value was -7.29**, with a corresponding **p-value of 0.000**, indicating statistical significance. Hence, the null hypothesis (H₀₅) is **rejected**, and it is concluded that offline buyers have significantly higher after-sales service expectations than online buyers.

Hypothesis H₀₆ assumed that price sensitivity, trust, convenience orientation, warranty perception, and after-sales service expectations do not significantly influence channel choice in the mobile phone market. To test this hypothesis, **binary logistic regression analysis** was applied. The model was found to be statistically significant with a **Chi-square value of 112.46** and a **p-value of 0.000**. Since the p-value is less than 0.05, the null hypothesis (H₀₆) is **rejected**. This result confirms that the identified behavioural variables significantly influence whether consumers choose online or offline channels for mobile phone purchases.

IX. FINDINGS OF THE STUDY

Based on the comprehensive statistical analysis and interpretation of primary data collected from online and offline mobile phone buyers in Madhya Pradesh, the following key findings are derived:

- (i) **Distinct Behavioural Segmentation by Channel** : The study clearly establishes that online and offline mobile phone buyers exhibit significantly different behavioural patterns. Channel choice is not random but driven by well-defined psychological and economic considerations.
- (ii) **Higher Price Sensitivity among Online Buyers** : Online buyers demonstrate significantly higher price sensitivity compared to offline buyers. Discounts, exchange offers, no-cost EMI schemes, and flash sales strongly influence online purchase decisions. This finding highlights the dominance of price-led competition in e-commerce platforms.
- (iii) **Greater Trust and Lower Perceived Risk among Offline Buyers** : Offline buyers report significantly higher trust levels in terms of product authenticity, warranty clarity, and seller accountability. Physical inspection and face-to-face interaction reduce perceived financial and performance risks, reinforcing preference for offline channels.
- (iv) **Convenience as a Primary Driver of Online Purchases** : Convenience orientation—including time savings, ease of ordering, and home delivery—emerges as a major determinant of online buying behaviour. Younger and digitally literate consumers value the efficiency of online platforms.
- (v) **Stronger Warranty and After-Sales Expectations in Offline Purchases** : Offline buyers place significantly greater emphasis on warranty assurance and after-sales service support. Assistance in warranty registration, service-center coordination, and immediate problem resolution enhances confidence in offline retail.
- (vi) **Demographic Influence on Channel Choice** : Age, education, and income show statistically significant associations with channel choice. Younger, higher-income, and better-educated consumers are more inclined toward online purchases, while older and semi-urban consumers prefer offline channels.
- (vii) **Predictive Power of Behavioural Variables** : Logistic regression confirms that price sensitivity and convenience orientation positively predict online buying, whereas trust, warranty perception, and after-sales expectations negatively predict online buying and strengthen offline preference.

X. DISCUSSION

The findings of this study provide strong empirical support for established theories of consumer behaviour and technology adoption. In line with the **Technology Acceptance Model (TAM)**, online buyers perceive digital platforms as useful and easy to use, particularly for price comparison and convenience-driven purchases. This explains the higher adoption of online channels among digitally confident consumers.

The **Theory of Planned Behaviour (TPB)** is also validated, as attitudes toward price advantages, subjective norms influenced by peer reviews and social media, and perceived behavioural control through digital literacy significantly shape online buying intentions. Conversely, offline buying behaviour is reinforced by perceived control over product evaluation and post-purchase support.

The role of **Perceived Risk Theory** is particularly evident in explaining offline preference. Despite economic benefits offered by online platforms, concerns related to product authenticity, warranty disputes, and service delays continue to deter a segment of consumers from fully embracing online purchasing, especially for high-value products like mobile phones.

From an **omnichannel perspective**, the study reveals that many consumers engage in hybrid behaviour—researching online but purchasing offline—to balance information efficiency with risk reduction. This underscores the importance of integrating online and offline strategies rather than treating them as mutually exclusive channels.

XI. CONCLUSION

The study concludes that consumer purchase behaviour in the mobile phone market in Madhya Pradesh has undergone a significant transformation, characterized by a clear divergence between online and offline buyer preferences. Online buyers are predominantly motivated by price sensitivity and convenience, while offline buyers prioritize trust, warranty assurance, and after-sales service support.

The comparative analysis confirms that behavioural constructs such as price sensitivity, trust, convenience orientation, warranty perception, and after-sales expectations significantly influence channel choice. The findings highlight that both channels continue to play important but distinct roles in the mobile phone market. Rather than signaling the decline of offline retail, the results suggest a **redefinition of value propositions**, where offline retailers retain relevance by offering experiential, service-oriented, and trust-based advantages that online platforms cannot fully replicate.

XII. MANAGERIAL IMPLICATIONS

The findings of this study offer important implications for retailers, e-commerce platforms, and policymakers:

A. For Offline Retailers:

- ✓ Strengthen service differentiation through personalized selling and after-sales support
- ✓ Emphasize authenticity, warranty clarity, and immediate possession
- ✓ Adopt digital tools for customer communication and inventory visibility

B. For E-commerce Platforms:

- ✓ Improve transparency in warranty and seller authenticity
- ✓ Strengthen post-purchase service communication
- ✓ Build trust mechanisms beyond price-based competition

C. For Manufacturers:

- ✓ Encourage balanced channel strategies
- ✓ Support offline retailers with training and service integration

D. For Policymakers:

- ✓ Strengthen consumer protection frameworks for online purchases
- ✓ Promote fair competition between online and offline channels

XIII. LIMITATIONS OF THE STUDY

Despite its contributions, the study has certain limitations:

- (a) The study is confined to selected districts of Madhya Pradesh.
- (b) Behavioural responses are self-reported and may involve subjective bias.
- (c) Rapid changes in digital platforms may affect long-term applicability.
- (d) Exclusive brand showroom buyers were not analyzed separately.

XIV. SCOPE FOR FUTURE RESEARCH

Future research may extend the present study by:

- (a) Conducting longitudinal studies to track behavioural shifts over time
- (b) Comparing multiple states or rural–urban contrasts
- (c) Incorporating behavioural analytics such as clickstream or transaction data
- (d) Examining the influence of influencer marketing and financing schemes
- (e) Studying post-purchase satisfaction and loyalty across channels

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