CONSUMER RESEARCH ON MOBILE USAGE-A CROSS-SECTIONAL ANALYSIS ON BROAD SPECTRUM OF CONSUMERS

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ABSTRACT

The object of the paper is to build the generalized behaviourist model for mobile usage-rate with inclusion of cultural and personal characteristics of an individual. The model so postulated is tested empirically on two counts. First, the linear multiple regressions is fitted to the data drawn from the broad spectrum of consumers. Second, binary logit regression is fitted to data that is split into two distinct categories, High profile and Low profile consumers, as this supposition is reasonably good in view of the fact that these categories preclude the possibility of pooling all consumers under one banner.

KEYWORDS: Consumer, Consumer Behaviour, Consumer Research, Cultural Factors & Subcultures, Logistic Regression, Mobile Usage (Rate), Saturated Model, Service Providers