



Exploring The Factors That Influence Young Customers' Purchase Intention Towards Smartphone

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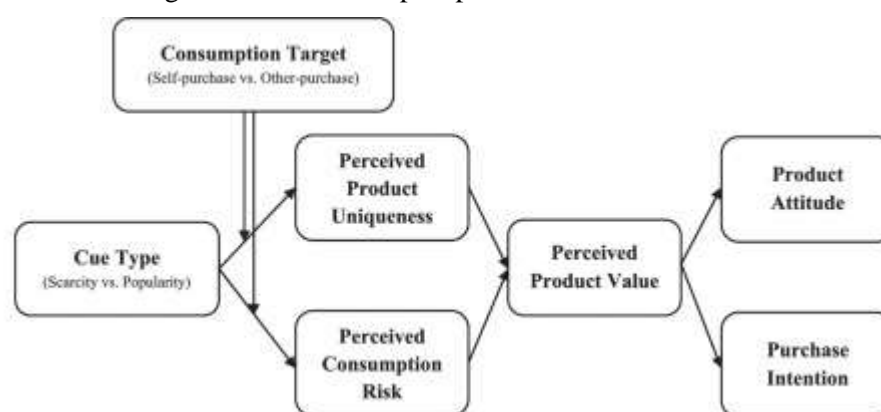
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Article History	Abstract
Received: 06 June 2023 Revised: 05 Sept 2023 Accepted: 04 Nov 2023	<p><i>In an era dominated by digital advancements, mobile phones have morphed into an indispensable part of our daily lives. The market, saturated with a plethora of options, witnesses continuously evolving purchasing behaviors. This essay delineates the patterns and influences that guide consumers in the mobile phone market, emphasizing the pivotal role that brand loyalty, technological advancements, and pricing strategies play in shaping purchasing decisions. In contemporary society, mobile phones are not merely a tool for communication; they embody a person's lifestyle, preferences, and status. The dynamics of purchasing behavior in the mobile phone sector are shaped by several interplaying factors that include technological advancements, brand perception, marketing strategies, and personal preferences. This essay explores these dynamics, highlighting the underlying psychological and market forces steering the consumers' purchasing decisions. One of the critical influencers of purchasing behavior is brand loyalty, which stems from previous positive experiences, peer reviews, and the overall perception of the brand. Companies like Apple and Samsung have cultivated a fervent base of loyal customers ready to invest in their latest offerings, often irrespective of the price point. Brand loyalty is nurtured through consistent quality, innovative features, and a strong brand image that resonates with the target audience. This loyalty is not just an outcome of effective marketing strategies but also a result of establishing trust and reliability over time.</i></p>
CC License CC-BY-NC-SA 4.0	<p>Keywords: Customers', Purchase intention, smartphone, Product features, brand image and loyalty.</p>

1. Introduction

The physical design of electronic devices is undergoing transformations aimed at enhancing user experience, driven by their increasing ubiquity and impact on various facets of daily existence. Individuals across various age groups and educational profiles exhibit a notable inclination towards technology accessories. The birth and development of the smartphone serves as a notable indication of the swift progress observed in the field of technology. In contemporary society, smartphones have been widely regarded as a fundamental element of everyday existence, with a significant proportion of individuals consistently carrying one in their possession. By the conclusion of July 2021, the nation of Bangladesh is projected to possess a total of 123.74 million individuals who actively engage with the internet, with a significant proportion of this population utilizing smartphones as their primary means of access. [4]. The prevalence of mobile phone usage experienced a substantial surge within the Covid-19 pandemic, with indications suggesting that this trend is expected to persist. A smartphone is a mobile

device that possesses enhanced connectivity and computing capabilities in comparison to conventional feature phones. Individuals across different age groups utilize cellphones from a multitude of manufacturers based on their own preferences and inherent qualities. Smartphones are widely used by individuals across various geographical locations due to their integration of cutting-edge technology and their provision of simple portability, enabling them to serve as miniature computing devices. In contemporary society, smartphones have transitioned from being perceived as mere luxury items to being indispensable tools in individuals' everyday routines.[7] This shift in perception is mostly attributed to their multi- functionality, enabling users to engage in many activities such as communication, gaming, social interaction, and the acquisition of diverse apps. The aforementioned phenomenon exerts a substantial influence on the behavioural tendencies, ways of living, and social standing of individuals. The significance of cellphones in the worldwide corona epidemic is becoming increasingly significant as an array of government services, including those pertaining to health, education, and banking, transition to online platforms. The persistence of this tendency is anticipated post-pandemic due to the convenience and widespread availability of cellphones, which will act as a more accessible means of accessing these services. In contemporary times, smartphones are perceived as a novel tool in the fight against the coronavirus pandemic. Furthermore, a significant number of educational establishments worldwide have been compelled to suspend their operations because to the global Covid-19 pandemic, necessitating educators to transition to remote learning platforms. Due to the financial challenges faced by a significant number of students, the government provides a solution in the form of interest-free loans. These loans are specifically intended to assist students in acquiring smartphones, therefore enabling them to access online educational resources and participate in virtual learning activities. In the second quarter of 2021, global smartphone sales to end users reached a total of 328.8 million units, with a growth rate of 10.8%. [10].In the year 2020, an estimated 1.29 billion smartphones are projected to be supplied globally. To thrive in the ever-changing and competitive smartphone sector, marketers encounter several challenges such as incorporating novel functionalities, enhancing product quality, aesthetics, and services, and embracing the latest novel software iterations holistically. A significant proportion of users utilize their cellphones for various purposes such as engaging in video gaming activities, accessing online content, communicating through social media platforms, and engaging in other functionalities. Based on a research study, it has been shown that a significant proportion of the population, namely 35%, utilize smartphones. Among these smartphone users, a substantial majority of 94% employ their devices to access local information, while 91% utilize them for investigative purposes. Additionally, a noteworthy 42% of smartphone users engage in making purchases using their devices. The appearance and packaging of a product have a substantial impact on a consumer's inclination to make a purchase while they are at the point of sale.[4] The act of making purchases has a significant influence on individuals' feelings towards companies. The efficacy of the study has been evidenced by the existing corpus of research literature, which has enabled the exploration of significant variances among the factors that impact purchase intention.



Background of the study

The empirical data presented by researchers demonstrates that the progress of information technology (IT) across many sectors has had a substantial impact on the economic prosperity of emerging nations. A developing nation, the use of technology for communication and information has led to enhancements in both worker and capital productivity. Consequently, these improvements have contributed to an overall increase in national productivity and subsequent economic growth. The cell phone, one of the ground-breaking discoveries of contemporary science and technology, has improved the communication network. These devices are acknowledged as digitally social platforms that have the capability to get, offer, and exchange both individual and collective information. Mobile phones are continuously being enhanced with novel features and apps in order to meet the information requirements

of users, enabling them to carry out a diverse array of tasks. In the present circumstances, the utilisation of smartphones extends beyond basic telecommunication functions like calling and texting. Instead, smartphones cater to a diverse range of user requirements by offering communication services that facilitate the transfer of data in various formats such as voice, graphics, and text. Additionally, smartphones provide wireless internet capabilities, enabling activities such as browsing, email usage, and electronic banking. Furthermore, smartphones offer multimedia and entertainment services, including features like music playback, gaming capabilities, camera functionality, color displays, and the ability to view motion pictures.

2. Literature Review

The word "purchase intention" refers to a customer's propensity to participate in concrete purchasing behaviour. The ability of an individual to actually make the purchase of these products and services depends on the viability of this strategy. Consumer behaviour is characterized by an individual's predisposition to make a purchase and their assessment of possibilities, which is impacted by personal preferences, past interactions, and external factors. Consumer purchasing involves a number of steps, including product recognition, information gathering, appraisal, decision-making, purchasing, and requesting post-purchase feedback.[12] In order to determine whether a product will satisfy their needs and expectations before making a purchase, people conduct preliminary testing. Numerous elements within a community, such as culture, socioeconomic class, reference groups, family, and households, have a significant impact on consumer purchasing behaviour. Interpersonal interactions between people who already have pre-existing relationships, such ties to families and friendships among peers, give rise to this phenomenon [10]. Social influence includes the impact that media, peers, and parents have on people. The people in a consumer's social surroundings have an impact on their behaviour. They would ask others who had already purchased and used cellphones for recommendations, advice, and firsthand accounts. Customers who wish to buy cellphones engage in a trade-off that includes giving up something that is valuable to them, which brings up the idea of product sacrifice. The author claimed that people looking to buy a specific product often look for information that fits with their own wants and preferences. Additionally, in order to meet their expectations and preferences, people compare a variety of possibilities based on their unique qualities, such as features, quality, advantages, and price, all while staying within their means of subsistence. The examination of alternatives is an essential part of the model of the buyer's decision-making process.

Research Objectives:

1. To pinpoint the factors that influence the intention of young customers to acquire smartphones.
2. To explore the influence of several variables on the intention to acquire smartphones, specifically focusing on the younger generation.

3. Materials And Methods

The study is based on 300 sample respondents who have been selected using convenient sampling technique. The data from the selected sample respondents have been collected through the Google forms. The factors that influence consumer intention towards smartphones are multifaceted due to the diverse range of elements that may impact a customer's purchasing decision. The study focused on identifying the specific observable elements that impact the purchasing intents of young consumers towards smartphone manufacturers with the aim of addressing their needs and preferences. In order to assess and evaluate the factors that influence consumers' inclination to acquire Smartphone brands, this study has conducted an examination and analysis of the marketplaces targeting young people and smartphones.

3. Results and Discussion

Friedman Rank Test

The Friedman test is a non-parametric statistical test that is used to detect differences multiple test. This test is used when the conditions of normality are not met, which would typically require the application of a different test, like repeated measures ANOVA.

Table 1.: Factors Affecting Purchasing Behaviour of Mobile Phones

Sl. No	Factors	Mean	Std. Deviation	Mean Rank
1	Product features	3.03	1.108	4.93
2	Brand Loyalty	3.25	1.121	3.29
3	Marketing and Advertising	3.17	1.136	4.38
4	Customer Expectations	3.38	1.071	5.05

5	Retail Experience	3.42	1.125	4.28
6	Preferences and Lifestyle	3.39	1.327	4.67
7	Brand name/Brand image	3.28	1.089	4.98
8	After-sales Service	3.76	1.345	3.91

The mean rank of each variable is shown in table 1, which lists the values. A low rank is equivalent to greater values across the board for the variables. The variable labelled "Brand Loyalty" has values that are significantly lower than those of the other variables, with a mean value of 3.29. The variables "Brand name/Brand image" have much higher values than the other variables. The Friedman test establishes whether or not the average position varies according to the variables.[3] However, there are additional challenges to this study, such as respondents being hesitant to participate for unknown reasons and many participants lacking knowledge of the current smartphone industry, prices, and innovations. More research has to be done in this area, ideally with a bigger sample size and moderating variables including age, gender, occupation, and income level.

Table – 2 - Friedman Test

No of respondents	300
Chi-Square value	111.091
Difference	7
Asymp. Sig.	0.000

The result indicates that the calculated Chi-Square value is 111.091. This is highly significant at 1% level. When it comes to analyzing the factors that affect the purchasing behaviour of mobile phones, several components come into play. These factors can vary widely among different consumer groups. In keeping with the results of the survey, smartphone owners are also growing concerned about the quantity and quality of the cameras included into their handsets. [5]. Smartphone shoppers in also think about the device's form factor and weight before making a purchase [1]. Despite this, the need for medium-weight phones remains in the smartphone market. Price, brand name and image, and the users' intentions to make a purchase all play significant roles in influencing the smartphone shopping decisions of consumers.[9]. One of the elements shown to significantly correlate with consumers' intents to acquire mobile phones is the brand's name or image. To rephrase, a higher price usually indicates a higher quality goods [6]. It was shown that attractive and competitive pricing is a major factor in consumers' decisions to buy a new phone. The study's authors ultimately determined that the product sacrifice played no significant role.

4. Conclusion

The goal of this research was to find out what factors influence smartphone users. A positive brand image for a mobile phone makes it more likely that people will hear about it through word-of-mouth and other social channels, such as friends, family, and peers, as well as the media. This opens the door for individuals of all ages and walks of life to buy smartphones, which improves their ability to connect with others and meet other demands that can only be met by having access to a mobile device.[2] Smartphones with cutting-edge features, high quality, massive storage and battery backup, fashionable looks, and outstanding appearances are more accessible to people. As a result, it is useful for individuals because it reduces the probability that they would buy a smartphone that doesn't meet their needs in terms of features and quality and causes less post-purchase dissonance. [7] The results of this research will provide a fresh perspective on the marketing dynamics already in play for mobile device manufacturers and sellers. As a result, the South Asian market will contribute significantly to these companies' bottom lines. Researchers and scholars now have more information and a more refined perspective, which they can incorporate into ongoing and future endeavours [3]. The studies here do not presume the lack of anything. The sample is biased towards a specific area because it does not represent the entire country. Despite this, the results of this study add to the existing literature and enhance our understanding of the link between the aforementioned influential components and the smartphone purchasing behaviour of consumers. [12]. It is possible to delve deeper into the professional groups in the country and the factors that are significant to the professional groups when making a mobile brand decision. [9]. Third, it could be instructive to inquire into whether or not the key motives motivating customers of mobile brands in emerging nations differ from those of customers in industrialized ones.

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