

# Factors Influencing the Purchase Decision of Smartphones among College Students

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## Abstract

Smartphones have established a significant role in the day to day activities of people and their entire routine revolves around it. In the market multiple brands with their unique features are available for customers and are preferred by the customers as per their need and usage. Financial capacity hardly plays any role as multiple financial options are available to purchase the product. Continuous upgradations and various launching of hardware are continuously upgrading the technology and results in market innovations. Hardware is established with software by technocrats and they are exploring the usage by innovating various apps for making day to day life easy, comfortable, secured and communicated. For national and international businesses smartphone keeps the users connected and updated about recent products in market, financial matters, deliveries, delivery status, stocks, taxations etc. Data of any stream is readily available in the market and Wi-Fi, internet keeps user continuously linked and communicated from any part of the world. Browsers data, its browsing history, behavior is immersing in artificial intelligence which is useful for generating fast results. Artificial intelligence helps in developing marketing strategies about commodities as data is available easily in the market for researchers. This research emphasizes on upcoming generation which is into the use of smart phone and their awareness towards availability of resources, exploring useful data, papers, documentations related to their studies, Online usage for various apps, financial transactions, limitations, security of funds are well known to the upcoming generation of society. This study focuses on the factors such as price, product features and peer pressure influencing the consumer decision process while purchasing smart phones and their effect with respect to gender, occupation and economic circumstances.

## Article History

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## I. INTRODUCTION

The quickly developing interest regarding cell phones has captured the interest of people around the world. The expanding development in cell phone businesses has welcomed this furor among the individuals. Cell phone is built with an OS with cutting edge processing capacity and network. Large number of smartphones have sensors with enormous touch sensitive screens and high definition displays with heaps of applications and a large number of features on the phone. These apps and developed qualities in smartphone in some way or another have made individuals' life simpler either in day to day life, in a job or for amusement

reasons. Subsequently, the cell phone market is growing extensively each year due to innovations of user friendly features. Some facts demonstrate that high tech innovation plays a crucial role in drawing the attention of the individual's towards smartphones. There are a plenty of cell phone brands in the market for e.g. Apple, Samsung, HTC etc. One of the factor that drives any individual to purchase the smartphone is the brand. This research is done so that the consumer buying behavior during the purchase of smartphone is analyzed and how certain factors (physical, social) affect this decision.

Relying on the purchasers attributes, the purchaser produces the noticeable purchaser reaction: item decision, brand decision, seller decision, buy timing and buy price. [19] Cell phone use has become crucial for the students since they use it for multiple purposes. With the use of internet student can explore additional data to investigate applications which is resulting into intelligent services. Some of the functions avail clients to conference exclusively with group according to their convenience which is an ideal route to get connected to long distance user remotely, which can also be used to authenticate the identity remotely. Mobiles by default is used for fun with various types of entertainment like games. Clients can likewise get information on the Internet which encourages them to navigate in difficult circumstances.

The increasing buyers of smartphones due to the growth of mobile and the telecom sector has brought an revolution in the world. People are obsessing over the smartphone and the features and applications it provides. Thus, the main aim of this research is to find out the factors affecting the consumer buying process of the mobile phones and the consumer behavior and insights relating to the buyer's decision making process. The research mainly elaborates the reasons for people buying the smartphones and tests whether it is a perceived need or it is due to factors like peer pressure and social status. Many types of smartphones are available in the market with different price range and different brands. Luxury brands are also available for the people who have higher income whereas low priced mobile phones are also available for the people with less income. People usually assess all the alternatives before buying the smartphone and decide on the factors like where to buy, what brand to buy and when to buy. Selection of store and brand is generally based on proven track record of after sales services. Researches have identified various factors that influence the consumer's decision for buying the product. Some of the factors include price, peer pressure, product features, gender etc. A positive word of mouth may also influence a consumer's decision making process. Buyers future purchase or continuity with brand depends on level of satisfaction towards product performance and after sale service network. With a level of satisfaction buyers built positive

word of mouth and affect others decision in their buying process. This research tends to find if the smartphone has reduced the usage of computers and the factors that affect the consumer's decision making process. Smartphone industry has come a way forward and thus this research helps in finding the dependency of several factors on the demographic variables and how those factors finally affect the consumer buying process for the smartphones.

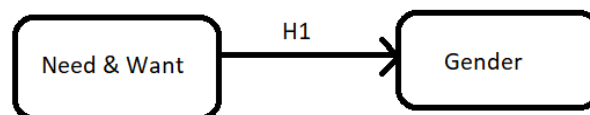
## II. LITERATURE REVIEW

### Need and want:

A research done showed that the customer's needs are affected by external factors like gender, peer pressure, culture etc. whereas the customer's wants are affected by the internal factors such as attitudes, emotions, memory from the previous purchase etc.[4] The customer hence follows a five step decision process including: recognition of need, searching information, evaluation of all the options, decision to purchase and the post purchase behaviour. For this a specific need is to be perceived by the customers post which they will try to gather information about the various products by asking their family, friends, relatives etc. After this process they will evaluate all the options and then make an informed decision to buy a particular product. Thus the after sales service and consumer satisfaction will come under the last stage i.e. the post purchase behaviour.[25] Another research shows that for the satisfaction of consumers needs and wants, the customers tend to purchase a variety of smart phones.

H1: There is no remarkable association between the need/want and the gender

The conceptual framework can be as follows:



### Gender:

A study done by Morris and Vankatesh in 2000 studied if gender played an important role in the adoption of new technology. Their study revealed that the variables for adoption varied among two gender groups and the use and applications of the

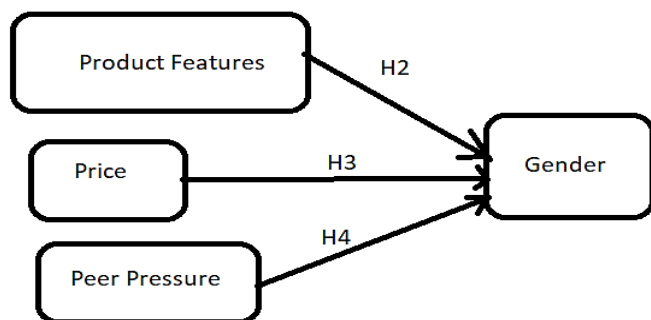
technology was the most important factor considered by the men during the buying process.[3] While for women, the ease of use of the technology and the influence of the peer pressure were found to be the important factors during the decision journey.[3] Goyal and Singh inspected the importance of value added features, brand, physical appearance, price, core technology features and after sale services across two gender groups and different age groups ranging from 18-30, 30-50 and above 50 .[2,30] Brand is rated at the top by male respondents which is followed by physical appearance while female respondents have given more weight to the look i.e. appearance of the phone than product features during the buying process.[30] Secondary information gathered during the decision process is said to play a significant role in case of women. Williams studied the effect of price and peer pressure on genders and analysed whether it played a significant role during the buying process. Chi-Square test was used to analyse the hypothesis and results showed that no remarkable relationship existed between genders of respondents and these factors.[3] Thus, the hypothesis for this research can be:

H2: There is no remarkable difference in the importance attached to the product features with respect to gender

H3: There is no remarkable difference in the importance attached to the price with respect to gender

H4: There is no remarkable difference in the importance attached to the peer pressure with respect to gender

The conceptual framework can be as follows:



## Price:

Price is the amount of money that a consumer exchanges in order to avail a service or a product .When a buyer makes a purchase decision, price is a significant factor. This is often proved by the studies which tells that the smartphone purchase decision is often influenced by the price of the product. Researches show that price and after sales consumer service plays a major role in consumer satisfaction. When the customers need to buy an item, a category of consumers favor high quality and are ready to pay a high price whereas other category of customers are not. This is suggested by a study which evaluates factors like tastes, needs, inspiration and way of life that customers have which in turn results in buying of a particular item. Before settling on a choice, price will always be a key component of worry in the buying process. Customers feel that a different cost relates to variable quality in a product.[4] More price conscious are the consumers of 50 years of age or above as more value has been given by them to price than any other age group. [3] The young generation first considers price than technology while buying a smartphone. A study done by Suki revealed that price played an important role in student's buying behavior and affects their choices. The study revealed that when students consider different choices, their decisions are largely affected by price and other factors like the product features.[20] Studies suggested that price has a great influence on the intention to purchase a smartphone by the university students.

## Product Features

The two significant product features of a smartphone are the hardware and software . A significant study reveals that 56% of people give significance to smartphone's style and pattern, 34.2% to computing power, 38.5% to Wi-Fi connectivity, and 30.2% to the price of the device.[25] When people buy the smartphone, they consider the software features more than the hardware features.[25] The customer's decision-making is also influenced by the extra features like camera and the weight of the phone . Buyers find colour and size as supplementary encouraging factors during the purchase of the phone. Features such as remote wireless connectivity, application

installation feature, an inherent web browser, a file management framework, high definition displays, full programmability, a few gigabytes of capacity and area and movement sensors have been provided by the smartphones currently.[30] A study suggests that the college students mostly consider physical appearance while buying a smartphone.[25]

### Peer Pressure:

“Customer behaviour and decision-making processes are affected by family, friends, social roles and prestige”. [19] Direct and indirect role models influence the buying decisions of the Indians. Indirect role models (e.g., celebrities) have a higher influence than direct role models (e.g., parents). According to previous studies, behavioural purposes are directly influenced by the peer pressure. At the time of buying, the buyer’s decisions are mainly influenced by various factors such as situational, psychological or some others.[2] Peer pressure plays a crucial job when the buyers are settling on choice on buying, as discovered by a few researches.[6] The expression/words of others tend to easily impact the individuals. Parental influence is not as important as the peer influence during buying of a smartphone. A study reveals that during the purchase of consumer goods, peer pressure plays an important role in an individual’s judgement .[4] A researcher asked college students to choose the mobile phones of their choice and then evaluated all the choices. Physical appearance, internal features and size were found out to be the most important factors that influenced the buying process.[4] Yang, J. and Xihao H. found “a strong impact of reference group on cell phone customers in their buying decisions” by studying the impact of the reference group on the purchasing behavior.[30] When one person has an effect on the decision process of another person, the affected person is said to be socially influenced or affected by peer pressure.

### Occupation:

Recent years have experienced a fast growth and development in the mobile and the telecommunication sector. Due to fast growth of technology and the perceived convenience and the need, there is a significant increase in the users of the smartphone.[4] Thus, now a days, a large

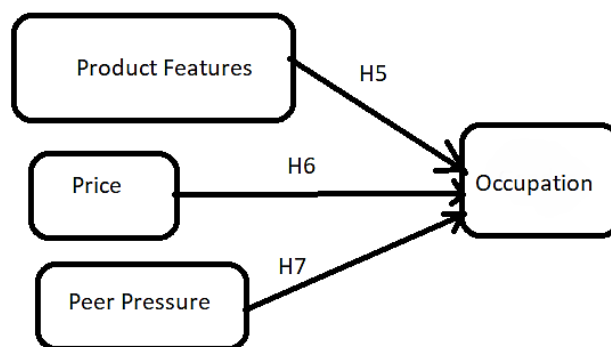
number of smartphone brands are available in the market. However, studies show that the choices of the customer are affected by various factors such as occupation. A study done by Jain shows that the type of job of a buyer has a little influence on the decision process of buying the smartphone.[22] Recent studies have shown that the if a person has a high status in the organization, then that person will prefer premium brands than a person at a lower level in an organization. However, for students, studies show that their occupation such as part time jobs does not affect their decision of buying a smartphone much. This studies takes in account the occupation of the college going students. Business can be one of the occupation as many of the college students are part time job doers in various organizations. The students can also be self-employed i.e. they might be simultaneously running a startup business or may be investing in stock market etc. Thus this study takes into account all the occupational aspects of students while buying a smartphone. Thus the hypothesis can be formulates as follows:

H5: There is no remarkable difference in the importance attached to product features with respect to the occupation.

H6: There is no remarkable difference in the importance attached to price with respect to the occupation.

H7: There is no remarkable difference in the importance attached to peer pressure with respect to the occupation.

The conceptual framework can be as follows:



### Economic Circumstances:

Mainly factors such as price, technology, brand and economic circumstances influence the consumer decision process while buying a smartphone.[6]

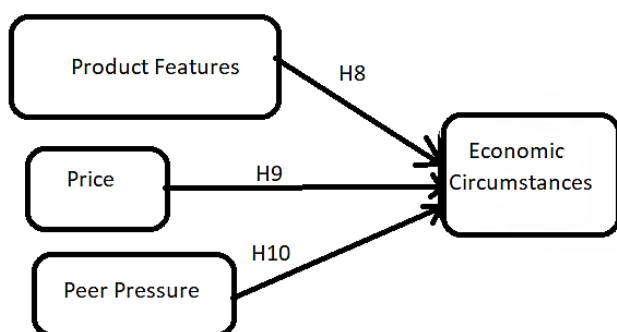


Researches show that the tendency to buy a product is directly related to the economic factors.[22]A person with high income will tend to buy premium brands or luxury brands more than a person with a low income. Research shows that the economic situation of the person can be found out by the consumer's buying behavior. Thus, economic circumstances plays an important role and affects the buying decision of a purchaser. Studies however do not show if the economic circumstances have an impact on the factors such as price, product features and peer pressure during the buying process. Thus, this research studies if these factors are significantly important. Thus, the hypothesis can be formulates as:

H8: There is no remarkable difference in the importance attached to product features with respect to the economic circumstances.

H9: There is no remarkable difference in the importance attached to price with respect to the economic circumstances.

H10: There is no remarkable difference in the importance attached to peer pressure with respect to the economic circumstances. The conceptual framework can be as follows:



Literature review instantly features the effect of brand, technology, recommendations, price and product features on consumer behavior while buying cell phones. Different choices are made in different demographics of the costumers and this difference should be taken into consideration by the marketers while making a strategy to sell their goods.

### III. DATA & METHODOLOGY

#### 1. Objective:

This research studies the usage of smart phones by user, its time of use in the day and impact of frequent use of smart phone leading to the reduction of usage of computers.

- 1) To know whether people buy Smartphone out of need or want.
- 2) To know the influence of social and personal characteristics on purchase decision of smartphone
- 3) To know the influence of several factors like occupation and economic circumstances on purchase decision of smartphones and their relation with other independent factors.
- 4) To know if certain factors like price, peer pressure etc. are dependent on gender

#### 2. Research Methodology:

The sample was randomly selected with a size of 180 respondents. The participants, who took part in this research belong to various cities but majority of the responses were from Pune and Nagpur. The participants chosen possessed smartphone from different brands with different features and prices. The participants were asked to fill an online survey form. The responses were collected through electronic media only. Some of respondents gave responses on telephonic calls about the questions in questionnaire. Most of the participants are students between the age-group of 20-30, doing part time jobs in different organizations as the survey focuses on the mobile purchase decision of the college going students. The survey is filled by a good number of male and female respondents the number being 102 females and 77 males, with all the respondents being college students.

#### 3. Data analysis:

There are three objectives of data analysis namely descriptive analysis, scale measurement which is to test the goodness of the data and inferential analysis which is to test the hypotheses which has been developed for the research . Statistical Package for Social Science (SPSS) is used to for the data analysis in this research.

## Reliability analysis of constructs:

### Reliability Statistics

Cronbach's Alpha	N of Items
.681	7

Since the Cronbach's alpha value is greater than 0.6, thus, the model is acceptable and all the constraints are reliable.

## IV. RESULTS AND DISCUSSION

Null Hypothesis: There is no remarkable association between need/want and the gender

Alternate hypothesis: There is remarkable association between need/want and the gender

### Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
need_want* gender	180	100.0%	0	0.0%	180	100.0%

### need\_want \* gender Crosstabulation

		gender		Total
		femals	male	
need_want	need	Count	61	47
		Expected Count	61.8	46.2
	want	Count	42	30
		Expected Count	41.2	30.8
Total	Count	103	77	180
	Expected Count	103.0	77.0	180.0

### need\_want \* gender Crosstabulation

		gender		Total
		femals	male	
need_want	need	Count	61	47
		Expected Count	61.8	46.2
		% within gender	59.2%	61.0%
	want	Count	42	30
		Expected Count	41.2	30.8
		% within gender	40.8%	39.0%
Total	Count	103	77	180
	Expected Count	103.0	77.0	180.0
	% within gender	100.0%	100.0%	100.0%

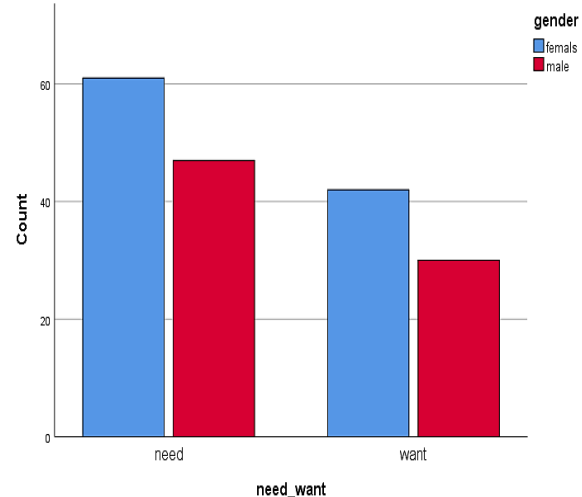
### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.061 <sup>a</sup>	1	.806		
Continuity Correction <sup>b</sup>	.009	1	.926		
Likelihood Ratio	.061	1	.806		
Fisher's Exact Test				.878	.464
Linear-by-Linear Association	.060	1	.806		
N of Valid Cases	180				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.80.

b. Computed only for a 2x2 table

Bar Chart



Since the Pearson Chi-Square  $0.806 > 0.10$  (alpha), We accept the null hypothesis.

The results shows that more people are buying the smartphones out of need and not want. The smartphone needed or wanted by a person is independent of gender

Thus, we accept the null hypothesis, indicating that there is there is no remarkable association between need/want and the gender

### T-Test

#### Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
product_features	femals	103	2.6019	1.25511	.12367
	male	77	2.2727	1.13133	.12893
price	femals	103	3.0680	1.14842	.11316
	male	77	3.0130	1.12967	.12874
peer_pressure	femals	103	2.9612	1.32785	.13084
	male	77	2.6234	1.23586	.14084

Independent Samples Test						
Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2-tailed)
product_features	Equal variances assumed	2.711	.101	1.815	178	.071
	Equal variances not assumed			1.843	171.816	.067
price	Equal variances assumed	.420	.518	.320	178	.749
	Equal variances not assumed			.321	165.288	.749
peer_pressure	Equal variances assumed	.074	.785	1.739	178	.084
	Equal variances not assumed			1.757	169.641	.081

### Product Features:

F test:

Null hypothesis: No remarkable difference in variance

Alternate hypothesis: There is a remarkable difference in variance  
since sig is 0.101 > alpha=0.1, we accept the null hypothesis

Thus, there is no remarkable difference in variance  
Therefore, we will conduct t test with equal variance assumed

t test:

Null hypothesis: There is no remarkable difference in importance attached to product features with respect to the gender

Alternate Hypothesis: There is a remarkable difference in importance attached to product features with respect to the gender.

Here, sig (0.071) < alpha (0.1)

Thus we reject the null hypothesis

This tells that there is a remarkable difference in importance attached to product features with respect to the gender.

From the analysis it is clear that females give average importance to the product features [as mean=2.6019 ~ 3(average)] whereas males give a high importance to the product features while buying a smartphone [as mean=2.2727 ~ 2(high)].

Price:

F test:

Null hypothesis: No remarkable difference in variance

Alternate hypothesis: There is a remarkable difference in variance

since sig is 0.518 > alpha=0.1,

accept the null hypothesis

Thus, there is no remarkable difference in variance

Therefore, we will conduct t test with equal variance assumed

t test:

Null hypothesis: There is no remarkable difference in importance attached to price with respect to the gender

Alternate Hypothesis: There is a remarkable difference in importance attached to price with respect to the gender

Here, sig (0.749) > alpha (0.1)

Thus accept the null hypothesis

This tells that there is no remarkable difference in importance attached to price with respect to the gender.

From the analysis it is clear that females give average importance to the price [as mean=3.0680 ~ 3(average)] and males also give an average importance to the price while buying a smartphone [as mean=3.0130 ~ 3(average)].

Peer pressure:

F test:

Null hypothesis: No remarkable difference in variance

Alternate hypothesis: There is a remarkable difference in variance

since sig is 0.785 > alpha=0.1,

accept the null hypothesis

Thus, there is no remarkable difference in variance

Therefore, we will conduct t test with equal variance assumed

t test:

Null hypothesis: There is no remarkable difference in importance attached to peer pressure with respect to the gender

Alternate Hypothesis: There is a remarkable difference in importance attached to peer pressure with respect to the gender

Here, sig (0.084) < alpha (0.1)

Thus we reject the null hypothesis

This tells that there is a remarkable difference in importance attached to peer pressure with respect to the gender.

From the analysis it is clear that females give average importance to the peer pressure [as mean=2.9612 ~ 3(average)] whereas males give a relatively higher importance to the peer pressure while buying a smartphone [as mean=2.6234].

ANOVA: ( between prod features, price and peer pressure with respect to occupation)

ANOVA is valid only when there is no remarkable difference in the variances.

From the Test of Homogeneity of Variances, we have:

Product features: sig= 0.078 < 0.1 (alpha)

Price : sig= 0.476 > 0.1(alpha) indicating there is no remarkable difference in the variance

Peer pressure: sig= 0.466 > 0.1 (alpha) indicating there is no remarkable difference in the variance

It is seen that the construct product feature does not satisfy the condition of equal variance.

Thus, the construct product features is tested with the test of medians.

Price:

Null hypothesis: There is no remarkable difference in importance attached to price with respect to the occupation

Alternate hypothesis: There is a remarkable difference in importance attached to price with respect to the occupation

Here, sig (.738 )> 0.1 (alpha)

Thus, we accept the null hypothesis.

Therefore, there is no remarkable difference in importance attached to price with respect to the occupation.

Peer Pressure:

Null hypothesis: There is no remarkable difference in importance attached to peer pressure with respect to the occupation.

Alternate hypothesis: There is a remarkable difference in importance attached to peer pressure with respect to the occupation.

Here, sig(0.019) < 0.1 (alpha)

Thus we reject the null hypothesis

Therefore, there is a remarkable difference in importance attached to peer pressure with respect to the occupation.

From the table of descriptives, it is clear that the students who do part time business give a high importance to the peer pressure [ as mean=2.3922~ 2(high)] than the students and self-employed people.

#### Oneway

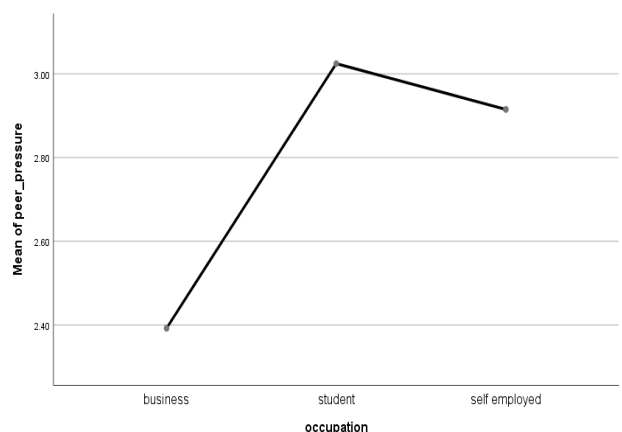
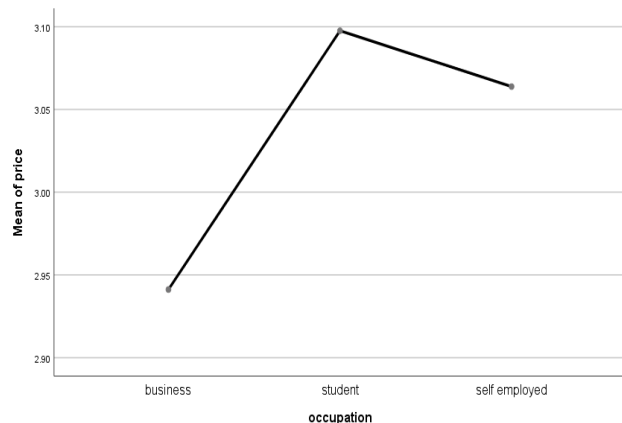
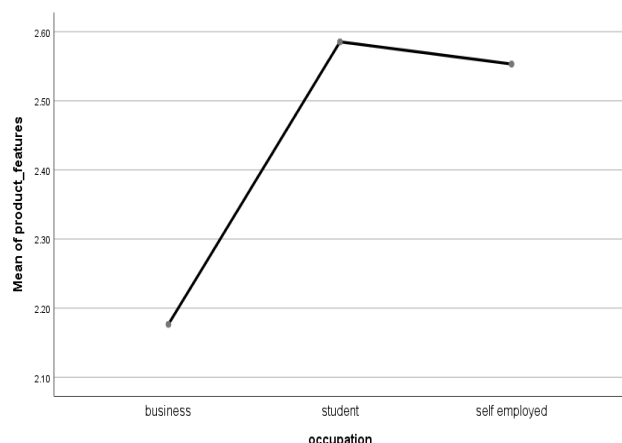
		Descriptives			
		N	Mean	Std. Deviation	Std. Error
product_features	business	51	2.1765	1.05273	.14741
	student	82	2.5854	1.21667	.13436
	self employed	47	2.5532	1.33202	.19430
	Total	180	2.4611	1.21151	.09030
price	business	51	2.9412	1.25558	.17582
	student	82	3.0976	1.08423	.11973
	self employed	47	3.0638	1.11129	.16210
	Total	180	3.0444	1.13759	.08479
peer_pressure	business	51	2.3922	1.23415	.17282
	student	82	3.0244	1.23704	.13661
	self employed	47	2.9149	1.38045	.20136
	Total	180	2.8167	1.29664	.09665

		Test of Homogeneity of Variances			
		Levene Statistic	df1	df2	Sig.
product_features	Based on Mean	2.585	2	177	.078
	Based on Median	1.516	2	177	.222
	Based on Median and with adjusted df	1.516	2	168.483	.223
	Based on trimmed mean	2.743	2	177	.067
price	Based on Mean	.745	2	177	.476
	Based on Median	.748	2	177	.475
	Based on Median and with adjusted df	.748	2	175.218	.475
	Based on trimmed mean	.763	2	177	.473
peer_pressure	Based on Mean	.788	2	177	.466
	Based on Median	.813	2	177	.445
	Based on Median and with adjusted df	.813	2	173.391	.445
	Based on trimmed mean	.789	2	177	.456



		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
product_features	Between Groups	5.797	2	2.898	1.997	.139
	Within Groups	256.931	177	1.452		
	Total	262.728	179			
price	Between Groups	.793	2	.396	.304	.738
	Within Groups	230.852	177	1.304		
	Total	231.644	179			
peer_pressure	Between Groups	13.182	2	6.591	4.054	.019
	Within Groups	287.768	177	1.626		
	Total	300.950	179			

## Means Plots



## Test of medians:

As, ANOVA is valid only when there is no significant difference in the variances.

Here, the construct “product features” does not satisfy the condition, thus the test for median is performed on it.

## Product Features:

Null hypothesis: There is no remarkable difference in medians with respect to the occupation

Alternate hypothesis: There is a remarkable difference in medians with respect to the occupation

The results shows that the null hypothesis is retained, which means there is no remarkable difference in medians with respect to the occupation. This implies that there is no remarkable relation of people with different occupations and the product features. Occupation has no impact on the selection of particular product features by the people.

ANOVA: ( between prod features, price and peer pressure with respect to economic circumstances)

ANOVA is valid only when there is no significant difference in the variances.

From the Test of Homogeneity of Variances, we have:

Product features: sig= 0.920 > 0.1 (alpha) indicating there is no remarkable difference in the variance

Price : sig= 0.487 > 0.1(alpha) indicating there is no remarkable difference in the variance

Peer pressure: sig= 0.032 < 0.1 (alpha)

It is seen that the construct peer pressure does not satisfy the condition of equal variance.

Thus, the construct peer pressure is tested with the test of medians.

## Product Features:

Null hypothesis: There is no remarkable difference in importance attached to product features with respect to the economic circumstances.

Alternate hypothesis: There is a remarkable difference in importance attached to product

features with respect to the economic circumstances.

Here,  $\text{sig}(0.571) > 0.1$  (alpha)

Thus we accept the null hypothesis

There is no remarkable difference in importance attached to product features with respect to the economic circumstances.

People give a significant importance to the product features with respect to the economic circumstances.

From the table of descriptive, it is clear that the a large number of people said yes when asked if the economic circumstances play a significant role in purchasing a smartphone [ as  $\text{mean}=2.3731 \sim 2(\text{high})$ ].

Price:

Null hypothesis: There is no remarkable difference in importance attached to price with respect to the economic circumstances

Alternate hypothesis: There is a remarkable difference in importance attached to price with respect to the economic circumstances

Here,  $\text{sig}(0.088) < 0.1$  (alpha)

Thus, we reject the null hypothesis.

Therefore, there is a remarkable difference in importance attached to price with respect to the economic circumstances

People give a relatively high importance to price considering the economic circumstances.

### Oneway

#### Descriptives

		N	Mean	Std. Deviation	Std. Error
product_features	yes	67	2.3731	1.22889	.15013
	no	77	2.4545	1.23059	.14024
	maybe	36	2.6389	1.15022	.19170
	Total	180	2.4611	1.21151	.09030
price	yes	67	2.8060	1.19644	.14617
	no	77	3.1558	1.07685	.12272
	maybe	36	3.2500	1.10518	.18420
	Total	180	3.0444	1.13759	.08479
peer_pressure	yes	67	2.6866	1.39489	.17041
	no	77	2.8312	1.12861	.12862
	maybe	36	3.0278	1.44393	.24065
	Total	180	2.8167	1.29664	.09665

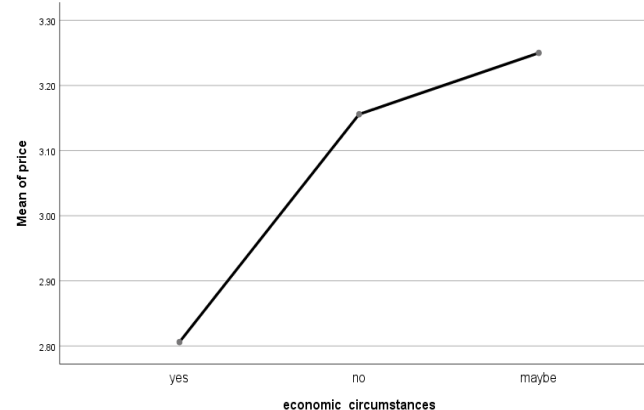
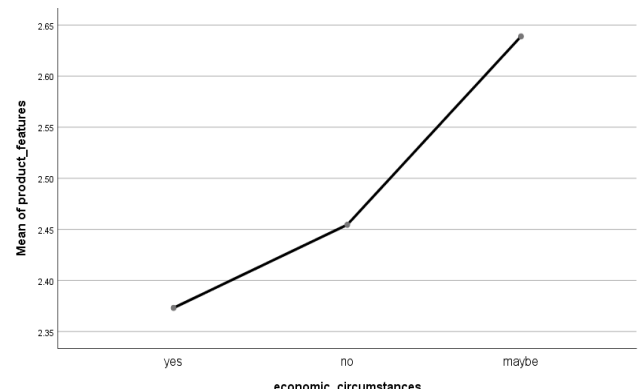
#### Test of Homogeneity of Variances

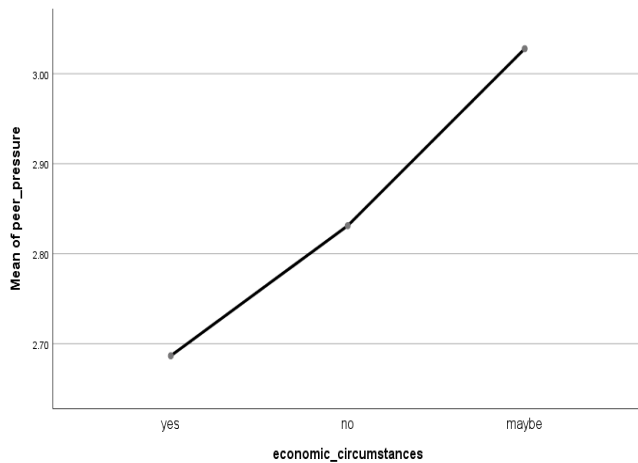
		Levene Statistic	df1	df2	Sig.
product_features	Based on Mean	.084	2	177	.920
	Based on Median	.059	2	177	.943
	Based on Median and with adjusted df	.059	2	175.692	.943
	Based on trimmed mean	.065	2	177	.937
price	Based on Mean	.723	2	177	.487
	Based on Median	.729	2	177	.484
	Based on Median and with adjusted df	.729	2	176.159	.484
	Based on trimmed mean	.710	2	177	.493
peer_pressure	Based on Mean	3.521	2	177	.032
	Based on Median	3.226	2	177	.042
	Based on Median and with adjusted df	3.226	2	174.409	.042
	Based on trimmed mean	3.515	2	177	.032

#### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
product_features	Between Groups	1.660	2	.830	.563	.571
	Within Groups	261.068	177	1.475		
	Total	262.728	179			
price	Between Groups	6.287	2	3.143	2.469	.088
	Within Groups	225.357	177	1.273		
	Total	231.644	179			
peer_pressure	Between Groups	2.755	2	1.377	.818	.443
	Within Groups	298.195	177	1.685		
	Total	300.950	179			

### Means Plots





### Test of medians:

As, ANOVA is valid only when there is no significant difference in the variances,

here, the construct “peer pressure” does not satisfy the condition, thus the test for median is performed on it.

### Peer Pressure:

Null hypothesis: There is no remarkable difference in medians with respect to the economic circumstances.

Alternate hypothesis: There is a remarkable difference in medians

with respect to the economic circumstances.

### Nonparametric Tests

#### Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The medians of peer_pressure are the same across categories of economic_circumstances.	Independent-Samples Median Test	.222	Retain the null hypothesis.
2	The distribution of peer_pressure is the same across categories of economic_circumstances.	Independent-Samples Kruskal-Wallis Test	.424	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .10.

The results shows that the null hypothesis is retained, which means there is no remarkable difference in medians with respect to the economic circumstances. Economic circumstances has no impact on the peer pressure experienced by the people.

### Crosstabs

#### Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
need_want * purchase_gifted	180	100.0%	0	0.0%	180	100.0%

#### need\_want \* purchase\_gifted Crosstabulation

		purchase_gifted		Total
		purchase	gifted	
need	Count	34	74	108
	Expected Count	36.0	72.0	108.0
	% within purchase_gifted	56.7%	61.7%	60.0%
want	Count	26	46	72
	Expected Count	24.0	48.0	72.0
	% within purchase_gifted	43.3%	38.3%	40.0%
Total	Count	60	120	180
	Expected Count	60.0	120.0	180.0
	% within purchase_gifted	100.0%	100.0%	100.0%

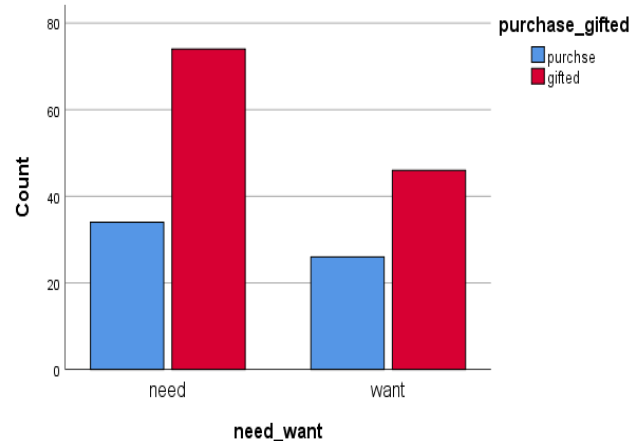
#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.417 <sup>a</sup>	1	.519		
Continuity Correction <sup>b</sup>	.234	1	.628		
Likelihood Ratio	.415	1	.519		
Fisher's Exact Test				.524	.313
Linear-by-Linear Association	.414	1	.520		
N of Valid Cases	180				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 24.00.

b. Computed only for a 2x2 table

#### Bar Chart



Null Hypothesis: There is no remarkable association between need/want and purchase/gifted

Alternate hypothesis: There is remarkable association between need/want and purchase/gifted.

Here Pearson Chi-Square (.519) > 0.1 (alpha),

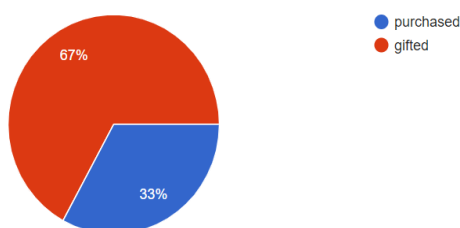
We accept the null hypothesis.

This shows that there is no significant association between need/want and purchase/gifted.

Factors affecting consumer insights for buying a smartphone are as follows:

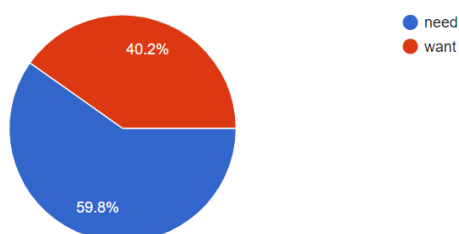
1)Maximum students who had their phones gifted insisted on getting the cell phone of a particular brand or with some special features as per their liking.

179 responses



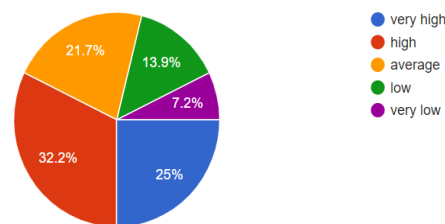
2) It is observed that it has become the need of the students to purchase a cell phone as maximum activities are covered through mobile like different types of bookings, reservations, money transfers, education, online bill payment, shopping, food delivery etc. It seems that the people who “wanted” mobiles were fond of games, social media and wanted the cell phone for improving their social status.

179 responses



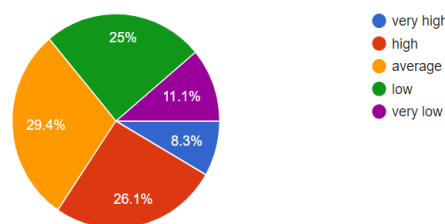
3)Product Features: It is observed that maximum purchasers are interested in purchasing upgraded, value added, high- technology brand after evaluating the alternatives within their financial parameters. Also, those who give average, low or very low preference to the product features are using the smartphones for limited functions and are less active on social media.

180 responses



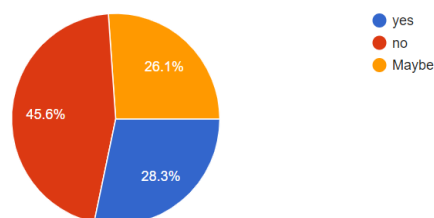
4)Price: Since maximum students have received the mobiles as their gifts, they managed to get it as per their requirements within price constraints. Most of the students who purchased the cell phones managing their financial resources gave average importance to the price of the product and slightly more importance to the product features.

180 responses



5)Occupation: The decision to purchase a specific mobile is not affected by the occupation. Maximum available smartphones are covering the generic requirement of the purchaser, thus occupation has less impact in the buying process.

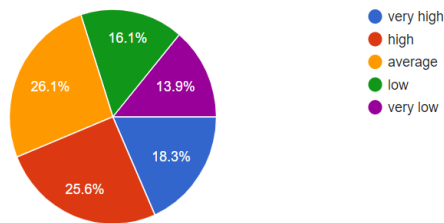
180 responses



6)Peer group pressure: This research shows that peer pressure has a less impact for buying a particular brand of smart phones. Though, many brand choices are available in the market, the final selection depends on available technology with respect to the price of the product. As seen it also varies with gender.

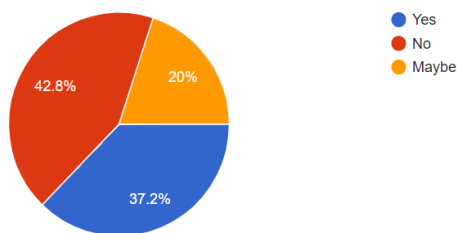


180 responses



7)Economic circumstances: Research shows that economic circumstances have a partial impact on the selection of the product. Also, impact of economic circumstances is less for specific users who want cell phones for their part time business purposes such as ola, uber, swiggy etc.

180 responses



## V. LIMITATIONS

The researcher had the following limitations while conducting the study:

- 1)This research studied only the decision making process of college students when they decide to buy a cell phone and if several factors like peer pressure influence their buying decision, other factors though important were not included in the study.
- 2) Variables for each phase of the consumer buying decision process were studied with the help of extensive literature review, but still there may be number of other factors which might have an impact at each stage of decision making process for mobile phone.
- 3) Some respondents might not be absolutely ideal. Sometimes respondents give the answers based on what the answer should be instead of what the answer actually is in the questionnaire.
- 4) This research was performed with the consumers of different cities, but, majority of the respondents are from Nagpur and Pune city.
- 5) The sample size was restricted to 180 due to time constraints.

## VI. VI.CONCLUSION

- 1) Research shows that maximum students got their first smart phones gifted by the loved ones or by their parents.
- 2) More people are buying the smartphones out of need and it is independent of gender.
- 3) Females give average importance to product features than high importance given by males to product features as well as peer pressure. With price, however, no remarkable difference was observed.
- 4) Results showed that people with different occupations are impacted by peer pressure accordingly.
- 5) Economic circumstances had a high impact on price than the product features and peer pressure.

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