

# A QUANTITATIVE RESEARCH: EXPLORING FACTORS INFLUENCING PURCHASE INTENTION FOR EXPENSIVE SMART PHONES

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## ABSTRACT

Due to the fact of cut throat competition, mobile phone markets have become very unstable now a day. So, more research is needed by the marketers to overcome the problem of instability. They need to focus on Price, Status Symbol, Social Influence, Compatibility, New Technical Properties and Purchase Intention of the customers. On these notes and basis, this research deals with consumer buying behavior and purchase intention of the consumer while making an expensive mobile phone purchase decision. The objective of this paper is to describe the effect of various factors on purchase intention. The objective is to sort out all the driving forces that lead a customer to purchase an expensive brand. A questionnaire was designed on closed ended items and a sample of 100 people was taken for the research purpose. The sample population was taken from Karachi, Pakistan. The sample was taken on convenience basis. This paper finds the relationship between various factors like Price, Status Symbol, Social Influence, Compatibility, New Technical Properties and Purchase Intention of the customers. It was noticed that although the mobile purchase decision is very subjective in its nature but yet there are many other factors that have a direct influence on this type of decision. It is found that all factors like Price, Status Symbol, Social Influence, Compatibility, and New Technical Properties showed a positive relationship with the purchase intention in expensive mobile shopping. This paper covers all the aspects of these factors in association with expensive purchase intention.

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## 1. INTRODUCTION

It has been noticed since a decade that purchasing expensive cell phone or smart phone helps producers to build a huge industry which is still in progress and establish their strength more effectively and efficiently day by day throughout the world by introducing new technology in cell phones to attract more customers towards it and provide them new healing features which captured their thoughts by exploring new ways of using cell phones or smart phones like 2G, 3G & latest 4G. In Pakistan, the cell phone users are increasing day by day and now the total numbers of mobile phone users are approximately 129 million which is about 70 percent of the total population of the country. The cellular service providers are Mobilink, Zong, Telenor, Ufone & Warid. The leading smart phone providers in market are Samsung, Nokia, HTC, Q Mobile. There also other brands available in market i.e Voice, Hawaii, Dany etc

### 1.1 Research background

There are many researches relevant to the topic of this research has been published in many countries because it is the fact that smart phones demands are increasing day by day due to the rapid change in the life of global village. Chapter 2 explains the point of view of researchers regarding topic from different background, region and society.

## **1.2 Research objectives**

The objectives of the study are to find out the variables which are most relevant to increase the purchase intention of expensive cell phones. Furthermore, Smartphone firms such as Apple, Samsung and HTC may gain information about the factor that cause consumer to request a smart phone and understand the features of smart phone that request by consumer such as taste, design, colors, application and also price setting.

## **2. LITERATURE REVIEW**

This chapter concerned with discussion on the literature review and following by discussion on relevant theoretical model, conceptual framework and developing assumptions. In the beginning, existing literature to understand and identified existing trends and relationships between variables, in order to generate new ideas has been reviewed. The researcher has taken past researches findings related to the variables which has been examined in this research.

### **2.1 purchase intention**

Purchase refers to the advance purchase decision or program of purchase near future. Purchase intention can also be defined as a future plan to purchase certain good or service, this plan may not always lead to completion, because it affected by ability to perform (Warshaw & Davis, 1985). It is considered that brand name and size play vital role in purchasing decision making. As Liu (2002) has surveyed in Asia regarding mobile phone usage, he has found that in mobile phone purchasing, phone size has not any significant effect in mobile phone choices decision because all the models in market are smaller in size. He further said that customers give more preference to larger display screen and better capability more than size while purchase expensive mobile phones. The economic utility theory believes that as consumer behave in a rational way, that's why they focus to get highest satisfaction and advantage from the product as they have limited resources in terms of money, time and physical efforts (Horton, 1984). As Monroe (1985) stated that perceived value is critical in a sense because in comparison of perceived value and perceived quality, perceived value has direct linkages towards consumer's readiness to purchase. Several studies have admitted that consumer's purchase intentions are affected by value whereas value is affected by quality as well as sacrifice (give up certain quantity of amount) that is required to buy a particular product (Dodds & Monroe, 1985; Rao & Monroe, 1989; Zeithml, 1988).

### **2.2 New technical properties**

Now a day the major role that plays between the various brands of smart phones is the introducing of new technical properties. In mobile phone market, advancement is more frequent and new models are introduced in market in every week. It seems that in near future advancement and progression would be happened in 3G and smart phones (Slawsby, Leibovitch and Giusto, 2003). Mobile phone companies invest millions of dollars to their research department to introduce or explore revolutionary changes in the smart phones which attract customers. Study found strong evidence that although mobile phone technology is growing at rapid scale but still many customers are unaware with the advancements in mobile phones (Farhat Abbas et al 2013) Customer value new technological features while they make a purchase decision. Internet, Maps, Gaming, utilities and latest software have become a foremost priority in purchasing an expensive mobile phone. Ease of access and ease of use are also main consideration here. A consumer tries to purchase a brand that is according to his own needs. So, new and advanced features attract customers a lot (Farhat Abbas et al 2013). These customers want new and advance technological features like en suite cameras, long battery timing, more developed massaging services, large screen and more colorful screen. These new and advance features motivate a consumer to purchase new models (Liu, 2002; O'Keefe, 2004).

**H<sub>1</sub>:** *There would be a significant influence from New technical properties towards purchase intention of smart phone.*

### **2.3 Price**

Price is also a fact that mostly consumer purchase new mobile phone because his/her current mobile has out-dated technological features (Liu, 2002; O'Keefe, 2004). We find out that level of price of mobile phone has significantly impact on the level of value perception. By considering the fact that all customers are rational, a customer can easily perceive the quality by its tagged price or listed price. (Farhat Abbas et al 2013). When we talk about the perceived price, it involves each and every cost that involve in making a purchasing process like price of the product, cost of acquisition, transportation, installation, order handling, protection & revamp and bad performance. It is also a fact that if we take in account the price in perspective of mobile phone purchasing, it is seen that mobile phone price is a vital factor of mobile phone model choices particularly among youngsters (Karjaluoetal., 2003a; Karjaluoetal., 2003b). At the same time price also play significant role in buying mobile phone amongst low income customers. Through the extensive researches, it is revealed that in buying decision of expensive mobile phone price, features and attributes are main dominant factors that consumer take into consideration (Karjaluo et al., 2003). As Zeithaml (1998) asserts that in buying any product price is a factor consumer has to forgo to get benefit of the product. In addition, price is considered as a sign of cost, that consumer has to forgo certain quantity of amount for the purpose to get certain benefit relate to product. This due to the fact that mostly consumers have to face budget limitation so they like to work within their budgets. Moreover, it is general phenomenon, that in case of high price of product the consumers have to give up higher perceived cost in relation to that product (Agarwal & Teas 2002).

**H<sub>2</sub>:** *There would be a significant influence of Price towards purchase intention of smart phone.*

## **2.4 Compatibility**

Compatibility of product is company need to find some way to fits the past experiences and the needs of the potential adopters used to accomplish and satisfied customers need. Compatibility is also vital issue in a market with demand externalities and the purchase intention of customers (Gatignon & Robertson, Innovation Decision Process, 1991).

**H<sub>3</sub>:** *There would be a significant influence of compatibility towards purchase intention of smart phone.*

## **2.5 Social influence**

People life are very much influence by the social behaviour of other people like friends, relatives, neighbors or family members. In mobile phone purchasing decision argue upon social pressure is different from economic pressure and their advantages are venerable. But if take in account of buying mobile phone in developing countries, where having a mobile phone is signal of far-out from poverty is create a twist in debate. In this perspective, usage of mobile phone among low-income people is significant findings as compare to find the usage among businessperson and entrepreneurs In the same way, Donner (2009) condemn the propositions of overstress of purchasing of advance mobile phone while ignoring the value of social calls when weigh up the demand driven. There are two interconnect problems are here, the advantage of purchasing mobile phone in perspective of social angle, perceived value, benefit in perspective of social relations and as the “blurred” social and business communiqué obscure (Biljon & Kotze, 2008; Zainudeen et al, 2006; Donner, 2009)

**H<sub>4</sub>:** *There would be a significant influence from social influence towards purchase intention of smart phone.*

## **2.6 Status symbol**

Every people want to be rich and earn a lot of money even if he is not rich than he want himself to look rich. Peer Pressure is the one most important factor for expensive mobile shopping. People make their expensive purchase decision due to their status seeking approach. Friends and society is also playing a role here. Some people want a good impression of their personality on others and for the sake of this; they need an expensive mobile phone. Some people consider what others are buying; they mold their purchasing decision by following other people. (Farhat et al 2013). The other issue is implicitly narrate in mobile phone purchasing decisions are persuade by social or business associations with respect of perceived value is the concept of network externalities. Network of externalities are exist when strength of consumers have direct influence upon the quality of that goods and services and usefulness that drive from its utilization (Kartz& Shapiro, 1985).

**H<sub>5</sub>:** *There would be a significant influence from Status symbol towards purchase intention of smart phone.*

## **3. METHODOLOGY**

### **3.1 Sample**

In this research, the sample population for this study is taken from Karachi. Karachi is considered as a biggest city of in Pakistan, seventh internationally largest and second as the most populated city of the world. Total sample population for this study consists of 100 respondents from various areas of the city. The sample includes both male and female respondents. The current study uses the simplest way of sampling techniques that is convenience sampling. The researcher collects the responses through a survey based technique; a structured questionnaire

### **3.2 Instruments**

The researcher has taken a standardized structured questionnaire to accomplish his research objectives. The structured questionnaire has close ending points from strongly agree to strongly disagree. All these scales are taken from the previous published studies to confirm the validity and reliability of the scales. (Chew Jing Qun ,Lee Jia Howe ,Lim Chee Thai ,Loke Wei Wen ,Wong Teik Kheng (2012) Exploring the factors affecting purchase intention of smart phone). All variables have five items in questionnaire except status symbol which have three items.

### **3.3 Statistical plan**

Before going to final analysis of the causal relationships among these variables, reliability testing is necessary. Reliability of the data confirms the internal consistency of these scales. To confirm the reliability of the scales, Cronbach alpha of these variables have been computed by using SPSS software. After computing Cronbach Alpha the researcher analyzed the data of five variables with purchase intention in Multiple Regression Analysis via SPSS.

### **3.4 Procedure**

In this study, the data for this research are collected by using a set of questionnaire. After collecting all the data that distributed to the respondents, every set of questionnaire will be checked twice to make sure respondents have answered every question. Checking is also necessary to ensure that respondents have provided their responses according to the instructions given or not. The answers provided by respondents are kept private and confidential, and the data are used solely for the purpose of the research.

### 3.5 Variables

- Dependent Variable: Purchase Intention:
- Independent Variables: Price, Social Influence, Status Symbol, New Technical Properties, Compatibility.

## 4. RESULTS

### 4.1 Demographics

Demographic information such as age, income, education and occupation has presented in the following table. In demographics analysis, it indicates that there is approximately equal number of gender participants therefore the findings may represent the population point of view. There are 53 percent males and 47 percent females participants as a sample for this study. As far as age is concern the author is willing to interact with youngsters or the people less than 40 years. The reason behind it is that the major target market for smart phone producers is young generation. Although most of the participants are well educated but few of them are of matriculated only. Income levels of participants are varying from participant to participant

**Table 1.** Demographics

Variable	Category	Frequency	Percentage
Gender	Male	53	53
	Female	47	47
Age	18-22	32	32
	23-27	39	39
	28-32	15	15
	33-37	14	14
Education	Matriculation	8	8
	Intermediate	12	12
	Graduation	40	40
	Post-Graduation	23	23
	M.Phil/MS	16	16
Monthly Income	PhD	1	1
	Below 15000	15	15
	15001-25000	29	29
	25001-35000	24	24
	35001-45000	27	27
	Above 45000	5	5

### 4.2 Reliability Analysis

Before going to final analysis of the causal relationships among these variables, reliability testing is necessary. Reliability of the data confirms the internal consistency of these scales. To confirm the reliability of the scales, cronbach alpha of these variables have been computed. As per the recommendation of Moss et al. (1998) these values of cronbach alphas should be greater than 0.6. After conducting the reliability analysis, it has been confirmed that all the scales are reliable as their alpha values are greater than the recommended value of 0.6 except Social influence and compatibility. Table 2 depicts the cronbach alpha value of these scales.

**Table 02.** Reliability Analyses

Scales	Items	Cronbach's Alpha
Price	5	0.788
Status Symbol	3	0.692
New Technical Properties	5	0.727
Compatibility	5	0.587
Social Influence	5	0.590
Purchase Intention	5	0.612

### 4.3 Hypothesis Testing

#### 4.3.1 Impact Of Price On Purchase Intention

According to the regression results of the study, Price has a significant positive association with Perceived Value with (Beta=0.668) and ( $p < 0.05$ ). These results show that price has significant positive impact on perceived value by contributing 66.8% towards perceived value. This validates our H<sub>1</sub>.

### **4.3.2 Impact Of Social Influence On Purchase Intention**

The regression results of the study confirms the significant positive relationship between Social influence and Purchase Intention with (beta=0.423) and (p<0.05). According to these results, Perceived Value contributes 42.3% towards Purchase Intention. These results validate H2.

### **4.3.3 Impact Of Status Symbol On Purchase Intention**

The regression results of the study confirms the significant positive relationship between status symbol and Purchase Intention with (beta=0.115) and (p<0.05). These results show that Brand Familiarity contributes more than 11% towards Purchase Intention. These results validate H3.

### **4.3.4 Impact of Compatibility on Purchase Intention**

The regression results of the study confirms the significant positive relationship between Compatibility and Purchase Intention with (beta=0.158) and (p<0.05). According to these results, Peer Pressure contributes more than 15% towards Purchase Intention. These results validate H4.

### **4.3.5 Impact of New Technical properties (NTP) on Purchase Intention**

The regression results of the study confirms the significant positive relationship between NTP and Purchase Intention with (beta=0.327) and (p<0.05). According to these results, NTP contributes more than 32% towards Purchase Intention. These results validate H5. The Table 4.3 summarizes the regression results of the study.

**Table 03.** Regression Analysis

Variables	Beta	Sig	S.E
Price	0.668	0.000	0.54
New Technical	0.327	0.004	0.07
Status Symbol	0.115	0.002	0.23
Compatibility	0.158	0.008	0.18
Social Influence	0.423	0.000	0.09

## **5. DISCUSSION & CONCLUSION**

The objective to write this paper was to examine the purchase intentions of customers in their shopping of expensive mobile phone. Study found strong evidence that although mobile phone technology is growing at rapid scale but still many customers are unaware with the advancements in mobile phones. There is only a certain class, which is experiencing high tech cell phones. The customers of expensive mobile phones intend to purchase the expensive brands by considering various factors. We start our discussion with price, when a customer goes into a market for expensive shopping then at first, he perceives price of the product or he has a mind-set about the price of the product. There is a significant relationship between price and purchase intention because customer assumes that high price smart phones are technically more advance than less expensive smart phones. By considering the fact that all customers are rational, a customer can easily perceive the quality by its tagged price or listed price. (Farhat Abbas et al). Social Influence is the one most important factor for expensive mobile shopping. People make their expensive purchase decision due to their status seeking approach. Friends and society is also playing a role here. The results indicate that there is positive and significant impact of social influence on purchase intention for expensive smart phones. Some people want a good impression of their personality on others and for the sake of this; they need an expensive mobile phone. Some people consider what others are buying; they mold their purchasing decision by following other people. Our study also found a positive relationship between Status symbol and purchase intention. Donner (2009) condemn the propositions of overstress of purchasing of advance mobile phone while ignoring the value of social calls when weigh up the demand driven. There are two interconnect problems are here, the advantage of purchasing mobile phone in perspective of social angle, perceived value, benefit in perspective of social relations and as the “blurred” social and business communiqué obscure (Biljon & Kotze, 2008; Zainudeen et al, 2006; Donner, 2009)

Another important factor is new technology or new technical features in modern cell phones. In our research, there is a significant portion of this variable in purchase intention. Customer value new technological features while they make a purchase decision. Internet, Maps, Gaming, utilities and latest software have become a foremost priority in purchasing an expensive mobile phone. A consumer tries to purchase a brand that is according to his own needs. So, new and advanced features attract customers a lot (Farhat Abbas et al 2013). Smart phones have social applications of Whatsapp, Viber, Hangout, and Facebook which connected the user with others irrespective of any part of the world. This technology attracts customers and also the most important requirement of today’s world. Ease of access and ease of use are also main consideration here. A consumer tries to purchase a brand that is according to his own needs therefore result provide evidence that compatibility is one of the important factor which affects the purchase intention for expensive smart phones which supports the statement that compatibility is also vital issue in a market with demand externalities and the purchase intention of customers (Gatignon & Robertson, Innovation Decision Process, 1991).

The researcher developed five hypotheses to examine the influence of them on purchase intention for expensive smart phones and all of them are accepted and proof their strong influence on purchase intention decision. Some customers seem slightly focused on price but sacrifice. However, some customers sensitively emphasize on price but sacrifice to purchase an expensive mobile phone with new technological features. As a conclusion, this research is basically study about the factors that affecting the purchase intention of smart phone. The demand of smart phone is rapidly increase nowadays due to the current technology trend and evolution of innovation of mobile phone. Smartphone become a common need to most people nowadays due to the ability of smart phone can do and the advantages of smart phone compare to other technology devices. The increasing demand of smart phone should have some interesting factors that affect consumer to purchase it. In this research, five important factors are chosen to run the whole research. The research is to investigate the factors (social influence, relative advantage, compatibility, status symbol and price) which affecting purchases intention of smart phone among young Karachities. Total number of 100 questionnaires was being distributed and the data collected was processed and analyzed using SPSS 17.0 in which outcome generated included both descriptive and inferential analysis. After the analysis, social influence, compatibility and exploring the factors affecting purchase intention of smart phone: All independent variables have significant positive relationship purchase intention. Future researchers may fully use the knowledge in this research to make amendment or for reference purpose. Thus, this research gives a clearer picture of exploring the factors that affecting the purchase intention of smart phone.

### **5.1 Limitations and Recommendation for Future Research**

As I said earlier that research on mobile phone shopping is very scarce, so, more research is needed in order to weight the findings and offer better and more in-depth implications for both theory and practice. Clearly, we still need more research to elaborate the perceptions of different factors affecting customer choice behavior while selecting an expensive mobile phone model at a given point of time. In the future with the use of the same study and research conducted by us, there is a possibility to get a broader, deeper and more precise phenomenon under scrutiny.

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**APPENDIX**

**(a) Consent form**

**Purpose of study:** The purpose of this study is to find out the most affecting variable to purchase intention for expensive smart phones. I, the undersigned, confirm that (please tick box as appropriate):

1.	I have read and understood the information about the project, as provided above.	<input type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input type="checkbox"/>
5.	I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.	<input type="checkbox"/>
6.	Select only <b>one</b> of the following: <ul style="list-style-type: none"> <li>• I would like my name used and understand what I have said or written as part of this study will be used in reports, publications and other research outputs so that anything I have contributed to this project can be recognised.</li> <li>•</li> <li>• I do not want my name used in this project.</li> </ul>	<input type="checkbox"/>
		<input type="checkbox"/>
7.	I agree to sign and date this consent form as research participant in this study.	<input type="checkbox"/>

**Participant:**

Name	Signature	Date			
<b>(b) Questionnaire</b>					
<b>1. NEW TECHNICAL PROPERTIES</b>	Strongly Agree	Disagree	Neutral	Agree	Strongly Disagree
Smartphone are more convenient, reliable, and useful than normal mobile phones.	1	2	3	4	5
Smartphone are more fashionable, stylish, and trendy.	1	2	3	4	5
The price/quality relationship is acceptable in smartphone, as I can enjoy other free services (e.g. e-mail, voice-mail, MSN & Skype, word processor) anywhere I want	1	2	3	4	5
Smartphone has good integration of wide range of functions and services.	1	2	3	4	5
Smartphone bigger screen and full keyboard make different functions easier to use.	1	2	3	4	5

2. PRICE	Strongly Agree	Disagree	Neutral	Agree	Strongly Disagree
Price is the most important factor when purchasing Smartphone.	1	2	3	4	5
I compare prices of other Smartphone's brands and store brands before I choose one	1	2	3	4	5
I buy Smartphone because they are worth to used regarding between with their price & usage quality.	1	2	3	4	5
I am uncertain which Smartphone's brands provide real value for money in terms of product quality	1	2	3	4	5
The cheapness of some Smartphone's brand suggests to me that they may have some risks, such as low quality.	1	2	3	4	5

3. COMPATIBILITY	Strongly Agree	Disagree	Neutral	Agree	Strongly Disagree
Smartphone is compatible and fit with my needs..	1	2	3	4	5
Smartphone is compatible and fit with my lifestyle / working style.	1	2	3	4	5
Smartphone fit with my habits of using cell phones.	1	2	3	4	5
Smartphone is a good complement to the traditional mobile phones for me.	1	2	3	4	5
Smartphone can fulfill my want and needs in current life.	1	2	3	4	5

4. PEER PRESSURE	Strongly Agree	Disagree	Neutral	Agree	Strongly Disagree
Friends and family are very helpful to me in making decision of buying smartphone.	1	2	3	4	5
I will ask the opinions from my friends and family when buying a smartphone.	1	2	3	4	5
Friends and family give me valuable advice when I buying a smartphone.	1	2	3	4	5
I trust my friends and family about their opinions and advices of smartphone.	1	2	3	4	5
I will purchase a smartphone because my friends and family recommend to me.	1	2	3	4	5



5. STATUS SYMBOL	Strongly Agree	Disagree	Neutral	Agree	Strongly Disagree
Expensive cell phones are status symbols in our society	1	2	3	4	5
Every rich person must having very expensive smart phone	1	2	3	4	5
I judge the people income level by the cell phone which he/ she is using	1	2	3	4	5

6. PURCHASE INTENTION	Strongly Agree	Disagree	Neutral	Agree	Strongly Disagree
I intend to purchase smart phone in the near future.	1	2	3	4	5
I search for information about smartphone from time to time	1	2	3	4	5
I always talk about smartphone with my friends.	1	2	3	4	5
Purchasing of smartphone is beneficial for my daily life.	1	2	3	4	5
I willing recommend my friend to buy smartphone.	1	2	3	4	5

(c) Demographic form

THE FOLLOWING INFORMATION WILL REMAIN CONFIDENTIAL:

NAME:

SEX: Male: \_\_\_\_\_ Female: \_\_\_\_\_

DATE OF BIRTH: \_\_\_\_\_ AGE: \_\_\_\_\_

PLACE OF BIRTH:

RELIGION:

NATIONALITY:

OCCUPATION:

MARITAL STATUS:

Single \_\_\_\_\_

Engaged \_\_\_\_\_

Married \_\_\_\_\_

Separated \_\_\_\_\_

Divorced \_\_\_\_\_

DEGREE LEVEL:

Graduation \_\_\_\_\_

Masters \_\_\_\_\_

Ms/M.phil \_\_\_\_\_

Phd

Othres \_\_\_\_\_

MONTHLY INCOME: \_\_\_\_\_

DATED: