

## **Determinants of Smart Phone Purchase Intention; Evidence from Southern Punjab, Pakistan**

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### **Abstract.**

Purchase Intention (PI) of customers is of extreme importance for every business organization. The purpose of this research is to investigate the fundamental determinants such as Product features (PF), price (P) and social influence (SI) and brand image (BI) backing to PI. The determinants are investigated through cross-sectional survey research. Data was collected through questionnaires and interviews. Multiple regression techniques were adept to investigate the statistics. The results show that Ps (product features and price) and SB (social influence and brand image) have a significant effect on the PI. PI is strongly influenced by product features. These findings show generalizability in Pakistan of previous research conducted in foreign. This study is limited to Southern Punjab Pakistan. Generalization can be enriched by alluring a large sample size from all over Pakistan. Until that time no study has been conducted in the perspective of Pakistan on smartphone purchase intention. The research has investigated and explored the elements contributing PI.

**Keywords:** Product Features, Price, Social Influence, Brand Image

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### **1. Introduction**

Key Objectives of any business organization depend on the purchase of products by the customer which relies on the customer's intent to purchase. Due to the availability of substitutes for a product customers give different weights among the substitute according to their preferences; a higher level of weightage will lead to purchase behavior of the customer. Different customers have different preferences which lead to the fulfillment of needs. Information about Availability and access to substitutes also change the preferences to purchase. The amount, volume of currency, or its corresponding for which whatsoever is accepted, sold, and presented for sale is called price. Many researchers said Price is the utmost important element in persuading customers capable of reasonable benefit to a firm. With the help of price, we can achieve a competitive advantage. A product feature is a function of a thing that is skillful in rewarding a specific customer need and is hereafter perceived as a benefit of owning the thing. A product feature is a differentiating characteristic of a merchandise or service that supports the enhancement of its appeal to buyers, and potency is used to articulate a product marketing strategy that places

products from customers. In the Pakistan economy, many smart phones company exist like Samsung, Apple, Nokia, Q mobile, and many Chinese companies. They differentiate their product based on product features and brand names. Every month new smartphone companies launch in the Pakistan economy as an investment of foreigners so the determination of preferences of the customer to purchase a smartphone is of utmost importance. The investment success relies on the customer's intent to purchase the smartphone. To achieve PI product features, price, social influence, and brand image has a major influence. interest on the utility of the product to targeted consumers (Singh, M Ramakrishna, 2014). Product features are elements of a product that define its physical appearance, and competencies. A product feature provides the benefits to the end-users to deliver the values to the customer we include features in the product which fulfill the customer demand and need. We can divide the features into two categories, the first complimentary features and the second supplementary features. Complimentary features are those except that a product is not able to fulfill the basic need or core need of the customer for which the customer purchases that product.

Supplementary features are the additional features that substantiate the product to deliver extra value or facility. We can measure the features with the help of their distinctive value like Screen size (inches) 4.50, Touchscreen, Resolution 480x800, Processor 1.3GHz, quad-core, RAM 1.5GB, Internal storage 8GB, Expandable storage, Rear Camera 5-megapixel, Flash, Front Camera 2-megapixel, Operating System, Android 6.0, Wi-Fi standards supported, GPS, Bluetooth, NFC Yes, Infrared, 3G, 4G/ LTE. Facilitating Conditions are well-defined as the extent to which a person believes that technical infrastructure survives to support the practice of the system (Agre & Rotenberg, 1998). Facilitating means providing the easiness to fulfill a demanding desire of customers from a product. The latest investigation from NAR's Center described that the maximum smartphone application classes they utilize are Social Media applications e.g., Twitter, My Space, Facebook, etc. Therefore, smartphone users choose to practice smart phone to cling to get in touch with their families, friends and colleagues or others on social networks (Sriram, & Bhattacharyya, 2009). Social influence happens after one's feelings, thoughts, or actions are posh by others. Social influence receives several forms and can be perceived in conformism, socialization, peer pressure, obedience, governance, encouragement, trades and promotion. Social influence of other individuals or groups affects the judicial action and reaction encouragement may be epitomized by peer pressure, persuasion, marketing, sales, and conformism (Bearden & Rose, 1990). Harvard in 1969 recognized three comprehensive ranges of social influence. 1st Compliance is at what time individuals seem to agree with others, but truly retain their dissenting thoughts private. 2<sup>nd</sup> Identification is when individuals are prejudiced by someone who is liked and dear, such as a prominent celebrity. 3rd Internalization is when individuals admit a belief or conduct and decide both openly and privately. Social Influence is well-defined as the extent to which a person observes that imperative others consider he or she should practice a new system (Van der Heijden et al., 2003). A brand name is a name that recognizes not merely a product but likewise its manufacturers such as IBM, Mercedes, and Shell, Apple, Coca-Cola, Sony, Toyota. (Business dictionary).

The brand name is a term, name, sign, etc., mainly one legally registered as a trademark, utilized by a producer or trader to categorize its merchandise distinctively from others of the alike type and generally prominently shown on its goods, in

promotion, etc. Merchandise, line of merchandise, service containing a commonly famous brand name. Informal is an individual who is prominent or well-known, exclusively in a specific field (Dictionary.com). Purchase intention can be defined by way of the wish exposed towards the buying of a particular product. Follows & Jobber 2000 state that the purchase intention doesn't need to lead the purchase behavior. The purchase behavior is influenced by the ability to perform a purchase behavior (Cheng & Huang, 2013). A willingness or intention of a customer in their mind about the product to purchase or not to purchase proceeds to actual behavior (Bagozzi, 1998). Purchasing behavior related to a product shows personal tendency. A customer has a different attitude which influences how much the customer like different features that motivate the customer to perform actual purchase behavior. Purchase attitude is only feelings and attachment towards the product while purchase intention is led by the satisfaction from that product. Patterson 1997 highlighted the element that purchasing behavior is influenced by behavioral intentions. Behavior Intention is quantifying the power of one's intention to do a definite behavior (Fishbein and Ajzen, 1975). It is a forecaster for use (Chiu & Tang, 2005). The quantification of behavioral intention comprised the prediction, intention and plan for the use of technology (Pitchayadejanant, 2011). The Behavioral Intention can be cast-off to define the Actual Use since there exists empirical study and had considerably interrelated with Actual Use (Salisbury, 2001).

## 2. Literature Review

In the current era of public demand, for computing power, the younger customers give more consideration to the enactment of the smartphone, to confirm a smooth and wonderful experience. Regarding the usage, the findings show that the customer wants smartness in the smartphone. Most people use their smartphones for email, browsing, instant messaging and entertainment. Other features of the smartphone such as document editing and GPS are not commonly used. It is recommended that appropriate reform of the software application, user training, and user supports system is of utmost importance to enhance usability acceptance of the features (Osman and Talib, 2012). Findings show that the person who purchases or replaces the smartphone is influenced by the product features. This study also identifies that perceived usefulness has a significant association with the purchase intention of the smartphone (Maass, 2008). Findings

show that diversity directly influences the perceived usefulness and perceived ease to use a smartphone. Although institutions directly influence the ease of use but not perceived use fullness (Tsai & Ho, 2013). Innovative (product features) mobile marketing via smartphones: are consumers ready. Consumers' feelings about the counterfeit product have a positive relationship with the willingness of customers to purchase smartphones, but the supposed risk is adversely related to customers' willingness to purchase. Personality constructs are honor and status consumption are adversely related to customers' attitudes toward counterfeit goods, but a person in search of innovation is positively related to the attitude (Liao & Hsieh, 2013). The results show mobile internet users and non-users considered different factors for the purchase of a smartphone. Astonishingly, the design of the smartphone is not affecting all groups (mobile internet users and non-users). Male with higher personal income mostly uses their smartphone to read e-books (Hsiao, 2013). Findings show that customer satisfaction influences the continuance intention while usefulness, subjective norms, ease of use, and perceived behavioral control influence customer satisfaction. Innovation (new features) and optimism influence customer satisfaction (Chen, 2009). Findings illustrate both usabilities have influenced the intention to purchase and adoption patterns (Shin, 2012). According to Osman and Talib Younger customers pause that phone which contains outstanding features. Usefulness influence to purchase of a smartphone (Maass & Kowatsch, 2008). With the help of new features, the smartphone provides easy to use which leads to purchasing intention (Tsai & Ho, 2013). A previous study tells us a higher number of product features provides the customer to ease the use which leads to purchase intention findings show that product quality and positive emotions are felt for the purchase intention (Nowak & Newton, 2006). This study has exposed that selling price is not the significant element that influences the smartphone purchasing decision, while the customers notice other elements those are connectivity, design and performance are considered more essential than the price. This study identifies that smartphone is supposed by customers a durable product and the price sensitivity is minor. Hereafter, the customers are agreeable to pay additional in the interchange of superior product quality and features. The creator of a smartphone must prepare a product that contains better quality and more features while the

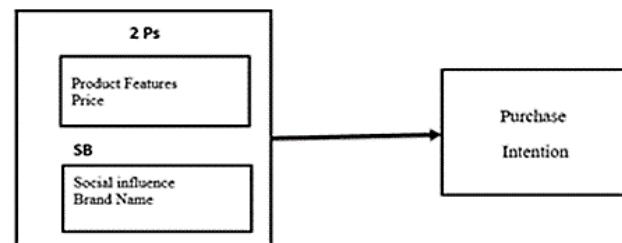
price is reasonable. Now a day it is common best smartphone selling brands to contain outstanding quality and specifications, Reports shows that trends in society more influence the smartphone purchase intention as compared to the actual need of the customer, so we can say that the smartphone is not just the connecting requirement but smart is also an indicator of lifestyle, prestige and status there is a large number of iPhone buyer, trend motivates those for purchase design .motivated by colleagues, friends and marketing efforts. Significantly, marketing efforts should be made in the context of the smartphone market. The statistics identify that customer of older age groups is not influenced by the technical specification of the smartphone, technical specification is computing power, operating platform and design. Only Core functions are focused on by the older age customer such as SMS and making the call. Hence, it is recommended that target the older age customer with their core functions and give less significance while unnecessary features and frills, when a smartphone contains only the core feature it would be cost-effective and affordable to most customers. Furthermore, the result of this research recommends that the utmost important market for smartphones is customers from younger age peoples of society with purchasing power.

Moreover, younger customers, specifical males give more consideration to the technical aspects of the smartphone such as software applications, computing powers, and operating platforms (Osman, 2012). The research of Nowak & Newton (2006) identifies that fair pricing effect the repurchase intention of the customer but Osman (2012) identified that price does not influence the purchase intention of the customer in the purchase decision of a smartphone. Findings show that brand trust and customer shopping style lead the smartphone purchase intention (Persaud & Azhar, 2012). According to Khasawneh and Hasoune (2007) buying decision is influenced by the brand name and how a consumer evaluates a product. The research results recommended that the massage which is provided by close friends affects the customer's brand attitude and influences the customer's purchase intention of the smartphone (Yang, 2012). Identify that accepting the impact of price and store name info lead to purchase behavior of the customer Our findings show that brand trust, shaping style and value is used for the key motivation for doing the marketing of mobile phone, other researches show that marketer uses the brand image as a tactic

for the sale of the smartphone (Persaud & Azhar, 2012). The findings show that perceived quality and brand loyalty are more important in internet banking brand equity than brand awareness association and trust is directly influenced by the perceived quality and brand awareness. Online benefits increase trust and risk will decrease when the trust increase (Loureiro, 2013). Opportunities for green marketing: young consumers. The relationship between the purchase intention and customer equity is positive this study provides the basis for luxury car brands to forecast the purchase intention of the customer more accurately and provide guidance for the marketing activities. An empirical study of luxury fashion brands. First, the enjoyment to use a product has significantly influenced the intention to use a smartphone Second the satisfaction from the smartphone purchase intention is also influenced by the satisfaction from the use of the smartphone (Agrebi & Jallais, 2015). Findings show that satisfaction led to purchase intention is directly related to purchasing intention in addition network quality also positive effect on purchase intention. Users also display noteworthy changes in post-purchase behavior, dependent on their operating systems (Chang & Park, 2011). Determinants of client fulfillment and continuation deliberate of smartphones center on interactivity viewpoint. Results show that customer positive perceptions are directly related to brand loyalty and customer level of sacrifice is negatively related to customer satisfaction. The limitations and recommendations in this research can also be used for future studies (Huang Lee & Chan, 2011). Descriptive statistics show various constructs and all hypotheses are accepted and brand equity is reported as a maximum effect on the overall brand equity which indicates in the previous research, Automobile producers and dealers want to recognize the brand equity dimensions and should recognize their importance to their effect on overall brand equity. Suitable strategies must apply to raise the liking and intentions of customers to purchase the corresponding brands (Lokken Nayar, 2012). Brand equity Measuring corporate brand strength in the Swedish smartphone market. Multinational organizations now understand the importance of “brand” and regard “brand image” as a precious ability connecting to products or services. Brand trust influences customer find (Persaud & Azhar, 2012). brand name influence to purchase of the product (Yang, 2012). Brand awareness leads the purchase intention (Loureiro, 2013), research findings of the various authors identify there is a strong

relationship between brand image and purchase intention. Social influence (group conformity), face-saving and cultural pressure has a lower effect on behavior and product evaluation but they are an important predictor for domestic items not for imported products. Chung & Thorndike Pysarchik (2000). Purchase intention is influenced by the product features and perceived value, the findings show that Effort Expectancy and Social Influence don't influence the customer purchase intention. Perceived value has a significant impact on the purchase intention, Smartphone must contain outstanding functions otherwise customers cannot purchase the smartphone user must be comfortable with the smartphone (Pitchayadejanant, 2011). The results show that the intention of the university student to purchase a smartphone is influenced by social influence, social need, convenience, and dependency are positively related to the future purchase decision (Hooi Ting, 2011). Multiple regression analysis indicates social influence is the top predictor of adolescents' green purchasing behavior. Tracked by eco-friendly concern is the second one, self- image concern is the environmental protection considered third and fourth is perceived environmental responsibility (Lee, 2008). Findings of Chung shows that lower effect of social influence on purchase intention but (Hooi Ting et al., 2011) said that the purchase intention of university students is affected by social, we summarize that some research finding identifies social influence effect on the purchase intention and other said social influence does not affect the purchase intention.

### 3. Theoretical Framework / Hypothesis development



H1 - 2Ps have a significant impact on purchase intention.

H1 (a) Product Features have a significant impact on PI.

H1 (b) Price has a significant impact on PI.

H2 - SB has a significant impact on PI.

H2 (a) Social influence has a significant impact on the PI.

H2 (b) Brand name has a significant impact on the PI.

#### 4. Methodology

##### 4.1. Study design

Society from males and females of different age groups, businessmen, jobholders, students and retired. We develop a Questionnaire that identifies reasonable queries to be used for the investigation. We develop it into two sections 1st section was about the demographic introduction of the respondents and 2<sup>nd</sup> is used to get the data on the Likert scale about the variables.

##### 4.2. Questionnaire

One hundred questionnaires were filled by the respondent through interviews and personal visits. Appropriate sampling was cast off while data gatherings. Data gathering at one point in time.

##### 4.3. Sampling techniques

Convenient and judgmental sampling techniques to analyze the data.

##### 4.4. Unit of analysis

The companies or businesses in this research include all general public and smartphone sellers. The respondents were customers from the society of males and females of different age groups, businessmen, jobholders, students and retired.

##### 4.5. Analysis techniques

We conduct a Relationship investigation to see the interface between the autonomous factors. We analyze the information through numerous relapse examinations utilizing SPSS 16. Since it is cross-sectional information, a Cross-sectional investigation is conducted.

**Table 1. Demographic Characteristics PI of Respondents**

<b>Demographic Characteristics</b>		<b>Frequency</b>	<b>Percent</b>
<b>Gender</b>	Male	73	73
	Female	27	27
	<b>Total</b>	<b>100</b>	<b>100.0</b>
<b>Age</b>	18-24 years old	63	63
	25-31 years old	18	18
	32-38 years old	12	12
	39-45 years old	6	6
	46-52 years old	1	1
	53-59 years old	0	0
	Over 60	0	0
<b>Education</b>	Up to higher school	8	8
	Associate degree	3	3
	Bachelor degree	28	28
	Master degree	61	61
<b>Occupation</b>	Self employed	34	34
	Out of work and looking	10	10
	Student	54	54
	Retired	1	1
	Unable to work	1	1

## 5. Results and Discussion

H1 - 2Ps have a significant impact on PI. H1(a) Product features have a significant impact on PI. H1(b) Price has a significant impact on PI

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.325a	.105	.096	.49566

a. Predictors: (Constant), Ps

### ANOVA<sup>b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.805	1	2.805	11.417	0.001*
Residual	23.831	97	0.246	-	-
Total	26.636	98	-	-	-

a. Predictors: (Constant), Ps

b. Dependent Variable: Purchase Intension

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.953	.382		2.496	.014
Ps	.523	.155	.325	3.379	.001

The significance level of Ps is .001, which is lower than the .05 indicate that shows Ps strongly influence on the PI

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.349a	0.122	0.104	0.49353

a. Predictors: (Constant), PRODUCT\_FEATURES, PRICE

### ANOVA<sup>b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.253	2	1.627	6.678	.002a
Residual	23.383	96	.244		
Total	26.636	98			

a. Predictors: (Constant), PRODUCT\_FEATURES, PRICE

b. Dependent Variable: PURCHASE\_INTENSHION

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.967	.380		2.543	.013
PRICE	.071	.082	.083	.865	.389
PRODUCT_FEATURES	.467	.132	.339	3.545	.001

a. Dependent Variable: PURCHASE\_INTENSHION

Literature shows price does not influence purchase intention. The significance level of price is .389 which is greater than 0.05 showing no solid effect of price on PI show generalizability.

The significance level of product features is 0.001 which is lower than the .05 specifying the solid influence of product features on PI.

H2 SB has a significant impact on PI.

The significance Level of SB is .001 which is minor than the .05 and shows the strong influence of SB on PI.

H2 (a) Social Influence has a significant impact on PI.

H2 (b) Brand Image has a significant impact on PI.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.341 <sup>a</sup>	.116	.107	.49656

a. Predictors: (Constant), SB

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.054	3.054	12.385	.001 <sup>a</sup>
	Residual	23.178	.247		
	Total	26.231			

a. Predictors: (Constant), SB

b. Dependent Variable: PURCHASE\_INTENSHION

**Coefficients\***

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.297	.269	4.828	.000
	SB	.332	.094		

a. Dependent Variable: PURCHASE\_INTENSHION

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353 <sup>a</sup>	.125	.106	.49688

a. Predictors: (Constant), BRAND\_NAME, SOCIAL\_INFLUENCE

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.271	1.635	6.624	.002 <sup>a</sup>
	Residual	22.960	.247		
	Total	26.231			

a. Predictors: (Constant), BRAND\_NAME, SOCIAL\_INFLUENCE

b. Dependent Variable: PURCHASE\_INTENSHION

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 SOCIAL INFLUENCE	(Constant)	1.167	.303	3.855	.000
	SOCIAL INFLUENCE	.240	.092	2.613	.010
	BRAND NAME	.129	.061	2.113	.003

## a. Dependent Variable: PURCHASE\_INTENSHION

The significance level of social influence is .010 which is higher than .05 indicating the solid influence of social influence on PI. The significance Level of Brand Name is .0037 which is lower than the .05 indicating the solid effect of Brand Name on PI.

## 5. Conclusions

Findings compared with a literature review: The research findings show the generalizability in Pakistan, these previous findings said that there is a strong influence of the product features on the purchase intention our research findings also tell us there is a strong impact of product features on the purchase intention. The Society of Digital Information and Wireless Communications identifies that price does not influence the purchase intention of the customer in the purchase decision of a smartphone. Our research findings show generalizability with the findings of The Society of Digital Information and Wireless Communications. Brand trust influences the customer find by Persaud in 2012. Brand name influenced to purchase of the product by Yang, T. in 2012. Brand awareness leads the purchase intention (Loureiro, 2013). Our research findings also show brand trust influences purchase intention. The findings of Chung show the effect of social influence on purchase intention that shows the generalizability of their findings in Pakistan.

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