sdmimd
JOURNAL OF MANAGEMENT

55

DOI:10.18311/sdmimd/2025/50227

# Examining the Factors Influencing Consumers' Smartphone Purchase Intentions: An Empirical Study in the Chattogram Region, Bangladesh

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## Abstract

In the modern world, smartphones have become an indispensable part of daily life, offering multifunctional benefits tailored to users' needs and convenience. This study aims to identify the key determinants that influence the purchase intention of consumers in the Chattogram region in Bangladesh. A structured questionnaire was used to collect primary data from 100 smartphone users. For data analysis, the statistical software SPSS (version 25) was used, and various analytical methods and tools, including descriptive analysis, Cronbach's alpha reliability test, and Principal Component Analysis (PCA), were employed. The reliability of the measurement scale was satisfactory (Cronbach's alpha = 0.879). PCA results identify six major factors explaining 61.37% of the total variance in purchase intention: (i) price and social influence, (ii) product features, (iii) charging and operating facilities, (iv) camera and display, (v) product design, and (vi) product preference. Findings indicate that both economic considerations (price and promotions) and functional attributes (battery, connectivity, storage, service support) significantly shape consumer intention, while social reference groups also play a notable role. The study suggests that smartphone firms should focus on competitive pricing strategies, improving battery and performance, strengthening after-sales service, and enhancing brand-building initiatives to increase loyalty and reduce brand switching.

**Major Findings:** Overall, the major findings reveal that pricing and social influence are the most influential determinants of smartphone purchase intention, followed by product features, charging and operating facilities, camera and display quality, product design, and individual product preference. The results confirm that purchase intention in the Chattogram region is shaped by a combination of economic, functional, and social factors.

**Keywords:** Consumer Choice, Companies, Purchase Intention, Smartphone, Telecommunication

## 1. Introduction

Communication is considered one of the most critical elements in today's commercial world. Mobile phones have evolved into smartphones, which are now viewed as one of the most influential forms of modern technology in daily life and business. As a developing country, Bangladesh has observed significant advancement in both labour and capital productivity due to the increasing use of Information and Communication Technology (ICT). Labour and capital productivity have boosted long-term productivity and economic growth (Naym & Hossain, 2016).

Smartphones are included among mobile devices that have the capability to perform computer-like tasks. Typically, smartphones include a touchscreen interface, internet connectivity, an operating

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system capable of running various applications. As a privately owned personal gadget, smartphones enable users to make and receive voice calls, send text messages and perform basic communication functions. However, mobile phones have undergone significant changes, enhancing their functionality over time (Kushchu, 2007; Hakoama & Hakoyama, 2011).

Mobile telecommunication services in Bangladesh began in 1993 when Hutchison Bangladesh Telecom Limited (HBTL) introduced mobile services in Dhaka using AMPS technology. Over the last two decades, factors such as disposable income increases, rapid internet penetration, and increasing demands for communication have contributed to the expansion of the mobile market in Bangladesh. Despite the rapid growth of the telecommunication industry in Bangladesh, the research on this sector is still insufficient. Bangladesh's telecommunication industry is considered one of the most potential yet unexplored regions for investing in mobile and fixed digital infrastructure. Although having tremendous opportunities in the greenfield telecommunication sector in Bangladesh, its future possibilities can be evaluated based on several realistic challenges, such as the lack of sufficient physical infrastructure and dependable power transmission and distribution. Fixed and mobile operators, tower costs, and bureaucratic licensing requirements prevent them from increasing their investments in digital telecommunications infrastructure (Bangladesh Telecoms Industry Report 2023-2030). Mobile phones are considered one of the most pioneering contributions to modern science and technology, significantly enhancing the global communication system. The use of this technology has improved the communication patterns of Bangladeshi people, enabling smoother and more efficient interactions across international borders. As most parents, homemakers, businessmen, and jobholders rely on mobile phones for communication, mobile phones have become an essential element of our everyday life (Riyath & Musthafa, 2014). As per data from GSMA Intelligence, Bangladesh documented approximately 179.9 million mobile connections at the beginning of 2023. The report also mentioned that the number of mobile connections was equivalent to 104.6 per cent of the total population at the beginning of January 2023.

Multiple companies usually produce and sell market smartphones in the market featuring a variety of brands and models within the country's mobile market. Competition among these companies is very intense due to product promotion and market expansion efforts. Walton, one of the leading domestic electronics companies, set up their own production facilities in 2017 and initiated their smartphone production activities. At present, a total of 12 to 14 mobile phone manufacturing companies—including Samsung, Nokia, Walton, Symphony, Tecno, Vivo, Xiaomi, and Oppo—are operating their smartphone production activities within the country. These companies collectively supply more than 90 per cent of the total handsets used within the country. Due to the arrival of affordable 3G and 4G networks, smartphones now provide a variety of services that were previously accessible only through laptops and desktops. Manufacturers face challenges in presenting their devices in a way that can be easily appealing and acceptable to consumers.

The use of mobile phones has increased significantly in recent years due to a remarkable decline in their prices. Many consumers still rely on their mobile phones mainly for basic functions such as voice calls, SMS, and limited Internet usage (Nath *et al.*, 2015). However, as a result of the rapid growth of smartphone technology and its growing connection with daily life, consumers now carefully consider multiple factors before purchasing a phone.

The goal of this study is to identify the factors affecting consumers' purchasing decisions when purchasing a smartphone. Elements such as price and promotional offers, product design, new features, social influence, battery longevity, and operating systems are major factors that shape consumers' purchase decisions. Long battery life should be a top priority for every smartphone manufacturer. Moreover, recommendations from family and friends are also considered important factors influencing consumers' purchasing behaviour. Smartphone manufacturers and marketers, therefore, focus on the various factors that may influence a

customer's purchasing decision. The present study aims to identify the product attributes and the social and economic influences that affect consumers' intentions to purchase smartphones. Moreover, this research seeks to examine how factors such as price and social influence contribute to consumers' overall purchasing behaviour.

## 2. Literature Review

According to a study conducted by Rahman and Sultana (2022), several determinants influencing the purchase decisions of mobile phone users have been analysed. The following determinants were examined in the study: product features, price, brand image, intentions of purchase, social impact, product sacrifice, customer expectations, perceived quality and perceived value. The data were analysed using different statistical tools, including mean and standard deviation, to determine the extent of each factor's impact.

### 2.1 Product Features

Product features are the parts of a product that, when used and applied, help meet customers' needs (Kotler & Armstrong, 2007). According to Oulasvirta *et al.* (2011), within the mobile phone industry, smartphones offer numerous high-tech functionalities such as wireless connectivity, app installation, file management, integrated web browsers, multimedia creation and playback, full programmability, substantial storage capacity, location tracking, high-resolution screens, and motion-sensing technologies. According to Chow *et al.* (2012), customers choose smartphones with features that better meet their wants and preferences. However, different features provide multiple levels of satisfaction to customers. Ling *et al.* (2006b) examined the individual characteristics of customers and five components of mobile phone design that customers prefer: wireless networking, internet browsing, camera, colour screen, and voice-operated dialling. According to Chow *et al.* (2012), smartphone consumers place greater emphasis on the camera than on the operating systems.

### 2.2 Price

Customers often make purchasing decisions based on price considerations (Nagle & Holden, 2002), and pricing will always be the most crucial consideration in their purchase decisions since it shapes their perceptions of the brand (Chow *et al.*, 2012). Juhaweer *et al*. (2014) identified price as an essential determinant of customers' choice of smartphone; yet, smartphone pricing is a strong predictor of product quality: a better price signals better technology, improved features, and improved design. As suggested by Kotler and Armstrong (2010), price can be defined as the amount of money that consumers are willing to pay for the attractiveness of the product and services related to it. The perceived value of money varies from person to person. For the same product, some people consider the pricing to be reasonable, while others think this product is not worth buying as it is overpriced.

Markup pricing, target-return pricing, perceived-value pricing, going rate pricing, and promotional pricing are just a few of the numerous existing pricing strategies (Kotler & Keller, 2012). If the discount rate offered is noticeably higher, it should be shown as a percentage to motivate customers to buy larger quantities of the product. When the discount is comparatively low, it will be more effective to show the actual discount amount. DMD Mobile Sdn Bhd has launched an advanced Android smartphone in the Malaysian market.

### 2.3 Consumer Decision Process

According to the consumer behaviourism model, consumers often go through five stages leading up to and following a purchase, including need identification, information search, alternative appraisal, buy decision, and post-purchase behaviour (Kotler & Keller, 2012). Decision-making is divided into three categories: nominal decision-making, restricted-decision making, and extended-decision making. These categories indicate the level of interest or consumer involvement in the purchasing process. Nominal decision-making usually takes place when consumers select products that require minimal effort, have a reasonable price, and are used daily. Restricted decision-making lies between nominal and extended decision-making; information is collected in a lower amount from external sources in both cases. Meanwhile, challenging decisions are required while purchasing new, expensive, or very important things.

Qualitative features should be carefully assessed, and extensive investigation is required as well. Customers show different behaviour based on product quality and the extent of their involvement in purchasing-such as complex purchasing, dissonance-reducing purchasing, habitual purchasing, and variety-seeking purchasing.

## 2.4 Brand Related Concern

Businesses will always find ways to differentiate themselves, especially in the rapidly changing smartphone market. Organisations must develop cutting-edge technology that is unavailable elsewhere to fulfil customer demand. A brand name can be a sort of calling card or badge for the organisation. A brand name is a name, term, design, symbol or any other feature that identifies one seller's goods or services as distinct from those of other sellers.

A business's most valuable asset is its brand, which tells people what a good or service is. Brands are more than names and logos. Additionally, it is a component of the connection between a business and its clients (Kotler & Armstrong, 2010). The perceived brand name of the customer directly affects the quality of the offering. When consumers are happy, they spread the word, which will interest others and influence their brand choice (Azad & Safaei, 2012).

Consumers prefer to buy branded goods and services because they offer quality assurance, offer options, and help them make wise purchase decisions (Juwaheer *et al.*, 2014). As a valuable asset for their goods, most businesses place a strong emphasis on their brand name and may give the company a competitive edge, according to Cornelis (2010).

## 2.5 Purchasing Intention

Purchase intention refers to a consumer's likelihood of buying a product. It reflects an individual's plan or willingness to purchase a particular product or service in the future, which is influenced by personal needs, preferences, and financial capability.

It depicts a person's readiness to purchase a good and their assessment of available options based on personal preferences, past knowledge, and outside influences (Zeithaml, 1988).

Customers will identify, research, assess, purchase, and inquire about product feedback as they proceed through the purchasing process (Blackwell *et al.*, 2001). As a result, they can be sure what they're buying is right for them and meets their requirements or not. This process enables them to make a purchase after trying a product. Additionally, Ahmed *et al.* (2015) and Alshare *et al.* (2020) contend that attitudes and perceptions of consumers influence their desire to acquire smartphones.

## 2.6 Social Influence Concern

A society is the association of its culture, social class system, peer group, family and home to impact consumer behaviour. According to Rashotte (2007) and Rahim *et al.* (2016), social influence refers to the purposeful or inadvertent impact that other individuals have on a person's feelings, attitudes, ideas, and behaviour. Such influence occurs through interactions and relationships with classmates, parents, and other knowledgeable or influential individuals. According to Chow *et al.* (2012), social influence involves the influence of parents, peers and media.

Kotler and Armstrong (2010) argue that "social factors, such as the consumer's small groups, family, social roles and status play an important role in a consumer's behaviour". As consumers make decisions, they are also influenced by others in their social orbit. Depending on numerous factors, customers may listen to and trust other social groupings, perhaps the more experienced within specific fields. When it comes to acquiring a smartphone, friends, family, partners and classmates could play a part among Generation Y.

According to a study, family members, in particular, have a significant impact on other customers' decisions when they're buying expensive things (Farzana, 2012). Social influence is the primary factor that affects students' cellphone dependence, and it exerts an impact, argue Suki and Suki (2013). However, Ayodele and Ifeanyichukwu (2016) were unable to find any discernible social influence on the decision to get a smartphone.

Mokhlis and Yaakop (2012) noted in their research the importance of personal recommendations, while Garga *et al.* (2019) discovered that the reference group plays a crucial role in influencing smartphone purchases. Social media websites like Facebook, Twitter and Instagram have expanded the social network of human customers. These users can post information on their usage of, or current use of, the cellphones and can share product reviews and comments regarding any cellphone models.

## 2.7 Product Sacrifice

Those who desire to purchase telephones are willing to offer something worthwhile in exchange for the goods. Customers evaluate the products that they want to buy based on their requirements and preferences (Rahim *et al.*, 2016). In order to satisfy their needs and expectations, they also evaluate their choices among themselves in terms of features, quality, advantages, and cost within their means. Ganlari *et al.* (2016) presented the buyer's decision-making process model, which includes the examination of alternatives as a fundamental component and requires customers to make compromises in other areas to receive their chosen things. When buying some products, consumers must forgo financial and non-financial expenses (Sok, 2005).

Customers are willing to make sacrifices to purchase other items at both financial and non-financial costs (Zeithaml, 1996, as cited in Sok, 2005). Financial costs might include the purchase price, acquisition costs, shipping, installation, order processing, maintenance, risk of malfunction or subpar performance, and repairs. Meanwhile, non-financial expenses might include time, search, and psychological costs associated with deciding whether to buy or repurchase a smartphone.

Therefore, consumers will avoid paying direct fees as well as non-financial costs like the time, effort, and energy required to explore several smartphone manufacturers before choosing which ones to purchase. A Previous study by Sok (2005), which found a positive and substantial association between product sacrifice and customers' purchase intentions, supports this.

## 2.8 Customer Expectations

Past experiences with the company's goods shape the customer's expectations (Rotondaro, 2002). Bayraktar *et al.* (2012) conducted a study on the elements of customer expectations about overall quality, product and service quality, and fulfilling individual wants. Anderson *et al.* (1994) found a strong correlation between client satisfaction and expectation, which in turn promotes customer loyalty.

## 2.9 Perceived Value

The value perception hypothesis has been tested in several studies, and there is no consensus about its definition. Scholars have distinguished between two main viewpoints on perceived worth: the broad view and the utilitarian perspectives (Boksberger & Melsen, 2011).

In particular, with respect to its value elements (plural and singular), the overall concept of perceived value is extremely nebulous. It is essential to distinguish between what a customer "gives" and what they "get" in order to have a better understanding (Duman, 2002). Additionally, perceived quality and sacrifice have a significant impact on buyers' evaluation of a product's value (Zeithaml, 1988).

Value perception needs to be re-evaluated in behaviour studies of consumers from the marketing research discipline to be fully unfolded. Within the marketing context, it is evident that perceived value, as the exclusive comprehension of consumer value perception, has several connections with other marketing concepts that impact its essence (Boksberger & Melsen, 2011).

## 2.10 Perceived Quality

The quality of recent consumer experience with goods or services is called perceived quality. According to Hellier *et al.* (2003), perceived quality is basically a client's overall assessment of a standard procedure used to deliver customer care. This factor examines the reliability and customisability of the final product or service. Customisation is the extent to which a product or service meets that customer's individual needs. Accuracy, in this context, refers to the degree to

which the service or product is delivered in a standard, faultless, and consistent manner. According to Alshare *et al.* (2020), cellular brands that offer premium products at competitive pricing draw in and grow their client base. According to Lau *et al.* (2016), the desire to buy a smartphone is highly influenced by how helpful, simple, and enjoyable people think the device will be. Additionally, Riyath and Musthafa (2014) and Twenefour (2017) found that perceived smartphone quality promotes brand choice, while Garga *et al.* (2019) highlighted product quality as the reason for switching cellular companies.

In this study, Ajayi *et al.* (2021) investigated the determinants of smartphone choice among mobile phone users in Oyo state, Nigeria. Cost, brand, features, and quality of mobile telephone are the key factors that affecting consumer preference. Analysis of data has been carried out using statistical tools such as correlation, multiple regression and hypothesis test. Smart mobile phone companies should pay more attention for individual packaging solutions in order to extend the market and offer customers specialised products.

## 3. Data and Methodology

The purpose of the study was to determine factors influencing customers' intention to purchase in Chattogram, Bangladesh. The main data were obtained by using an online questionnaire and a printed questionnaire. Secondary data were gathered from various articles, journals, websites such as Wikipedia, etc. A random sampling was adopted to fulfil the research objectives. A total of 100 responses were collected. The measurements in this article were obtained from the literature. The research instrument was a questionnaire consisting of two parts. The first part comprises a basic profile including gender, age, education, occupation, income level, brand of the purchased smartphone and price. The first part of the questionnaire was summarised using frequency and percentage distributions.

The second part consisted of 8 sections with items on determinants for smartphone choice. The investigated determinants included price, style characteristic, product quality, promotion and advertisement, product attribute, social influence factor, brand image factor and sales service. All the variables are assessed in 5-point Likert scales, which vary from strongly disagree (1) to strongly agree (5). Descriptive statistics, reliability analysis, and factor analysis were conducted using SPSS version 25 for data analysis.

### 3.1 Sampling Technique and Sample Size Justification

A random sampling approach was adopted to capture smartphone users from different demographic backgrounds in the Chattogram region. A total of 100 usable responses were collected, which is acceptable for exploratory analysis in a context where the study focuses on identifying underlying factors through dimension-reduction techniques. Additionally, the dataset met the adequacy conditions for factor analysis (KMO = 0.824; Bartlett's Test $p<0.001$), indicating that the sample was suitable for extracting latent constructs from the observed variables.

## 4. Analysis and Interpretation

The data were imported into SPSS version 25, and several statistical operations were performed to get the final outputs for analysis and presentation.

### 4.1 Demographic Profile of Respondents

The demographic data shed light on the characteristics of the respondents who participated in the study. Hence, after excluding incomplete responses, 98 valid responses were retained for analysis. The respondents showed similar characteristics in terms of gender, age, education level, occupation, monthly income, and brand choice. Baseline respondents' demographic characteristics are presented in Table 1.

From Table 1, demographic analysis shows that the sample was mostly male (78%), while 22% of the respondents were female. A large number of participants fell within the 20-29 years' age group, indicating a youthful and proactive consumer group. Table 1 shows that 69% were graduates and 14%

Table 1. Demographic profile of respondents

| Variables | Categories | Frequency (n) | Percent (%) |
|---|---|---|---|
| Gender | Male | 78 | 78 |
| | Female | 22 | 22 |
| Age Group (years) | Below 20 | 4 | 4 |
| | 20-29 | 79 | 79 |
| | 30-39 | 13 | 13 |
| | 40-49 | 3 | 3 |
| | Above 50 | 1 | 1 |
| Educational level | SSC | 7 | 7 |
| | HSC | 10 | 10 |
| | Graduate | 69 | 69 |
| | Master's | 14 | 14 |
| Occupation | Service | 21 | 21 |
| | Business | 6 | 6 |
| | Students | 65 | 65 |
| | Others | 8 | 8 |
| Monthly income (TK) | Below 10,000 | 52 | 52 |
| | 10,000-20,000 | 20 | 20 |
| | 20,000-30,000 | 14 | 14 |
| | Above 30,000 | 14 | 14 |
| Brand choice | Samsung | 34 | 34 |
| | Apple | 9 | 9 |
| | Oppo | 7 | 7 |
| | Vivo | 8 | 8 |
| | Huawei | 6 | 6 |
| | Walton | 1 | 1 |
| | Symphony | 2 | 2 |
| | Other brands | 33 | 33 |

Source: Primary Data, 2024

possessed a Master's degree, indicating a highly educated sample. In terms of occupation, 65% of the respondents were students, representing the majority group, while 21% respondents were service holders, indicating the sample group consisted of young students and entry-level professionals. More than half of the respondents (52%) belonged to a group with monthly income below BDT 10,000, which reflects a high proportion of the students in the sample. As shown in the table, 34% of the respondents were users of the Samsung brand, representing the most popular smartphone brand, while 33% of respondents preferred other brands, indicating diverse preferences beyond commonly used brands. In general, the demographic characteristics highlighted in the study

Table 2. Price range of smartphones

| Price Range (TK) | Frequency | Percent(%) | Cumulative Percent |
|---|---|---|---|
| 5,000-10,000 | 7 | 7.0 | 7.0 |
| 10,000-15,000 | 17 | 17.0 | 24.0 |
| 15,000-25,000 | 49 | 49.0 | 73.0 |
| Above 25,000 | 27 | 27.0 | 100.0 |
| Total | 100 | 100.0 | |

Source: Primary Data, 2024

Table 3. Criteria for Cronbach's alpha

| Cronbach's alpha | Internal consistency |
|---|---|
| α=>0.7 | Acceptable |
| α=>0.8 | Good |
| α=>0.9 | Excellent |

mainly represent the perceptions of young, qualified, and low-income consumers.

From Table 2, it is clear that 49% of the respondents preferred smartphones priced between TK 15,000 and TK 25,000, and 27% of the respondents prefer smartphones costing between TK 25,000 or above. 17% of the respondents selected smartphones costing TK 10,000 to TK 15,000. The rest 7% respondents chose smartphones within the lowest category TK 5,000 to TK 10,000.

## 4.2 Reliability Analysis

Cronbach's alpha is a statistical measure used to indicate the reliability, or internal consistency, of a set of scales or test items. In other words, the reliability of a measure tells how consistently it evaluates a specific concept. One way to measure the strength of that consistency is using Cronbach's alpha. Analysts often consider 0.7 as the minimum acceptable cut-off for internal consistency. These items display an above-threshold consistency and reliability at this level. The minimum acceptable value of Cronbach's alpha is generally considered to be 0.7; however, different fields apply different standards. If the Cronbach alpha exists between 0.80 to 0.89, then reliability level considered as good and if the Cronbach alpha exceeds more than 0.90, then that reliability level is excellent shown in Table 3.

The actual value of Cronbach's alpha was reported in Table 4 as 0.879. This outcome provided strong evidence for internal consistency used in this study. It indicated the

reliability of the scale, and this value represented the most important statistic for assessing internal consistency.

Descriptive analysis with the number of respondents, mean, and standard deviation is shown in Table 5. The mean was used as the measure of central tendency. Moreover, the deviation from the mean was seen using the standard deviation. A summary of 22 variables that influenced smartphone purchase intentions was presented in Table 5. According to Table 5, customers' intention to purchase a smartphone was highly affected by battery charging (M = 4.51, SD = 0.596). The 3G and 4G support feature (M = 4.43, SD = 0.674) was the second aspect in the descriptive statistics table. Other factors had a relatively strong effect on customers' smartphone purchase intention as depicted in the Table 5.

Table 4. Purchase intention scale

| Reliability statistics | | |
|---|---|---|
| Cronbach's Alpha | Cronbach's Alpha based on standardised items | No. of items |
| 0.879 | 0.883 | 22 |

Source: Primary Data, 2024

Table 5. Summary statistics of antecedents influencing smartphone purchase intention

| Item statistics | | | |
|---|---|---|---|
| | Mean | Standard Deviation | N |
| Attractive color | 3.42 | 1.315 | 98 |
| Design of the phone | 4.13 | 0.795 | 98 |
| Weight | 4.05 | 0.924 | 98 |
| Display of the phone | 4.27 | 0.711 | 98 |
| Battery charging | 4.51 | 0.596 | 98 |
| Camera | 4.10 | 0.925 | 98 |
| Operating facilities | 4.34 | 0.673 | 98 |
| Advertisements | 3.48 | 1.262 | 98 |
| Seasonal offers and discount price | 3.44 | 1.158 | 98 |
| Brand awareness | 3.72 | 1.043 | 98 |
| Storage capacity | 4.33 | 0.670 | 98 |
| 3G and 4G connectivity | 4.43 | 0.674 | 98 |
| New feature | 4.31 | 0.817 | 98 |
| Opinion of the family | 3.95 | 0.901 | 98 |
| Friends' recommendation | 3.80 | 1.035 | 98 |
| Salespersons' recommendation | 3.24 | 1.158 | 98 |
| Product preference | 3.61 | 1.136 | 98 |
| Brand quality | 4.15 | 0.737 | 98 |
| Brand Loyalty | 3.87 | 1.032 | 98 |
| After-sales service | 3.93 | 0.911 | 98 |
| Warranty | 4.21 | 0.828 | 98 |
| Spare parts availability | 4.05 | 0.854 | 98 |

Source: Primary Data, 2024

The average inter-item correlation is 0.256 as indicated in Table 6. Guideline provided by Clark and Watson (1995): an acceptable range for the average of inter-item correlations is 0.15 to 0.50. Therefore, we can say that the low average inter-item correlations (0.256) in Table 6 are reasonable.

The internal consistency reliability of the 22 items was assessed using Cronbach's alpha and Average Inter-item Correlation (AIC), presented in Table 7. The AIC was 0.256, with inter-item correlations ranging from -0.053 to 0.657. Cronbach's alpha was 0.879, indicating strong internal consistency. Therefore, the scale used in this study demonstrates satisfactory reliability.

As it is shown in Table 8, we can say that the mean of its 22 items was 87.34, while the variance was 120.288, and the standard deviation was 10.968, respectively. Based on these values, the coefficient of variation (CV = SD / Mean) was calculated as 0.13, indicating low relative variability among the items.

## 4.3 Exploratory Factor Analysis (EFA)

The complete analysis of the data from 100 participants is presented in Table 9, with a detailed

Table 6. Descriptive statistics of items for overall factors

| Summary item statistics | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Mean | Minimum | Maximum | Range | Maximum/Minimum | Variance | No. of Items |
| Item means | 3.97 | 3.245 | 4.51 | 1.265 | 1.39 | 0.128 | 22 |
| Inter-item correlations | 0.256 | -0.053 | 0.657 | 0.711 | -12.354 | 0.013 | 22 |

Source: Primary Data, 2024

Table 7. Item-total correlation results

| Item-total statistics | | | | | |
|---|---|---|---|---|---|
| | Scale mean if item deleted. | Scale variance if item deleted | Corrected item-total correlation | Squared multiple correlation | Cronbach's alpha if item deleted |
| Attractive color | 83.92 | 104.694 | 0.515 | 0.415 | 0.873 |
| Design of the phone | 83.2 | 112.7 | 0.412 | 0.37 | 0.876 |
| Weight | 83.29 | 110.639 | 0.453 | 0.426 | 0.874 |
| Display of the phone | 83.07 | 112.376 | 0.491 | 0.402 | 0.874 |
| Battery charging | 82.83 | 114.867 | 0.396 | 0.406 | 0.876 |
| Camera | 83.23 | 113.563 | 0.298 | 0.241 | 0.879 |
| Operating facilities | 83 | 114.495 | 0.371 | 0.409 | 0.877 |
| Advertisements | 83.86 | 104.784 | 0.538 | 0.583 | 0.872 |
| Seasonal offers and discount price | 83.9 | 106.876 | 0.504 | 0.416 | 0.873 |
| Brand awareness | 83.61 | 105.271 | 0.651 | 0.627 | 0.868 |
| Storage capacity | 83.01 | 113.618 | 0.435 | 0.5 | 0.875 |
| 3G and 4G connectivity | 82.91 | 113.239 | 0.46 | 0.436 | 0.875 |
| New feature | 83.03 | 111.638 | 0.462 | 0.504 | 0.874 |
| Opinion of the family | 83.39 | 107.394 | 0.647 | 0.617 | 0.869 |
| Friends' recommendation | 83.54 | 105.591 | 0.641 | 0.577 | 0.868 |
| Salespersons' recommendation | 84.09 | 107.878 | 0.46 | 0.495 | 0.875 |
| Product preference | 83.72 | 110.861 | 0.34 | 0.374 | 0.879 |
| Brand quality | 83.18 | 112.935 | 0.435 | 0.406 | 0.875 |
| Brand Loyalty | 83.47 | 107.922 | 0.527 | 0.439 | 0.872 |
| After-sales service | 83.41 | 109.935 | 0.498 | 0.428 | 0.873 |
| Warranty | 83.12 | 112.15 | 0.425 | 0.336 | 0.875 |
| Spare parts availability | 83.29 | 111.67 | 0.437 | 0.452 | 0.875 |

Source: Primary Data, 2024

Table 8. Total variance explained

| Scale statistics | | | |
|---|---|---|---|
| Mean | Variance | Std. deviation | No. of items |
| 87.34 | 120.288 | 10.968 | 22 |

Source: Primary Data, 2024

Table 9. KMO and Bartlett's test results

| Statistical test | Value |
|---|---|
| Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy | 0.824 |
| Bartlett's Test of Sphericity - Approx. Chi-square | 741.534 |
| Degrees of Freedom (df) | 231 |
| Significance (Sig.) | 0 |

Source: Primary Data, 2024

explanation in this section. The degree of the inter-relationship between variables was established using the KMO sample adequacy measure. KMO values range between 0 and 1, with values greater than 0.70 indicating satisfactory sampling adequacy. A KMO value of 0.824 indicates adequate sampling adequacy, confirming that the data are suitable for factor analysis.

Bartlett's Test of Sphericity was also significant ($\chi^2$ = 741.534, df = 231, $p<0.001$), confirming that the correlation matrix was not an identity matrix and that the variables were sufficiently correlated to justify the use of factor analysis. Therefore, both the KMO value and Bartlett's test supported the suitability of the data for Exploratory Factor Analysis (EFA).

PCA was conducted to examine factors underlying 22 items using SPSS (Table 10). The table above displays that six factors account for 61.37% variation in people's smartphone buying behaviour.

Table 10. Total variance explained

| Component | Initial Eigenvalues | | Extraction sums of squared loadings | | | Rotation sums of squared loadings | | |
|---|---|---|---|---|---|---|---|---|
| | Total | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.521 | 29.643 | 6.521 | 29.643 | 29.643 | 3.662 | 16.644 | 16.644 |
| 2 | 1.933 | 38.429 | 1.933 | 8.786 | 38.429 | 2.858 | 12.991 | 29.635 |
| 3 | 1.575 | 45.589 | 1.575 | 7.160 | 45.589 | 2.774 | 12.611 | 42.246 |
| 4 | 1.201 | 51.050 | 1.201 | 5.461 | 51.050 | 1.568 | 7.127 | 49.374 |
| 5 | 1.169 | 56.366 | 1.169 | 5.316 | 56.366 | 1.346 | 6.118 | 55.491 |
| 6 | 1.102 | 61.377 | 1.102 | 5.011 | 61.377 | 1.295 | 5.886 | 61.377 |
| Extraction Method: Principal Component Analysis | | | | | | | | |

Source: Primary Data, 2024

Table 11. Factor loadings of components

| Items | Components | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Brand awareness | 0.793 | | | | | |
| Advertisements | 0.773 | | | | | |
| Seasonal offers and discount price | 0.614 | | | | | |
| Friends' recommendation | 0.608 | | | | | |
| Opinion of the family | 0.576 | | | | | |
| Salespersons' recommendation | 0.565 | | | | | |
| Attractive color | 0.548 | | | | | |
| Weight | 0.535 | | | | | |
| Storage capacity | | 0.779 | | | | |
| New feature | | 0.76 | | | | |
| 3G and 4G connectivity | | 0.66 | | | | |
| Brand quality | | 0.558 | | | | |
| Spare parts availability | | | 0.771 | | | |
| After-sales service | | | 0.663 | | | |
| Battery charging | | | 0.591 | | | |
| Brand loyalty | | | 0.564 | | | |
| Warranty | | | 0.556 | | | |
| Operating facilities | | | 0.485 | | | |
| Camera | | | | 0.755 | | |
| Display of the phone | | | | 0.629 | | |
| Design of the phone | | | | | 0.786 | |
| Product preference | | | | | | 0.556 |
| Source: Primary Data, 2024 | | | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |
| Rotation Method: Varimax with Kaiser Normalisation. | | | | | | |

Consideration of Smartphone Brand Options Table 11 displays the range of factors which consumers consider in choosing a smartphone brand. These six elements can be extracted from the rotating procedure.

Table 12 reports that out of 22 variables, six factors are yielded in terms of customers' purpose to buy smartphones, namely: F1 (Pricing and social influence), F2 (Features), F3 (Charging and operating facilities), F4 (Camera and display), F5 (Design), and F6 (Product preference).

*Pricing and social influence*: It is the most crucial point. It accounts for 29.643% of the total variance in customers' smartphone purchasing decisions. The price-related services and word-of-mouth influence from friends, family, and salespersons plays a significant role in purchase intention.

*Features*: This is the second variable, and it accounts for 8.786% of total variance. Respondents consider factors such as storage capacity, 3G/4G connectivity, and brand quality when selecting a smartphone.

*Charging and operating facilities*: This is the third most important point. It accounts for 7.160 percent of the total customer consider charging and operation availability when buying smartphone.

*Camera and display*: The fourth factor which accounts for 5.461% of the total variance. The camera and display resolution provoke consideration for many of those purchasing a smartphone.

Table 12. Naming of factors

| Factors No | Name of factor | Item No. | Variables | Factors loading |
|---|---|---|---|---|
| F1 | Pricing and social influence | 1 | Brand awareness | 0.793 |
| | | 2 | Advertisements | 0.773 |
| | | 3 | Seasonal offers and and discount price | 0.614 |
| | | 4 | Friends' recommendation | 0.608 |
| | | 5 | Opinion of the family | 0.576 |
| | | 6 | Salespersons' recommendation | 0.565 |
| | | 7 | Attractive color | 0.548 |
| | | 8 | Weight | 0.535 |
| F2 | Features | 9 | Storage Capacity | 0.779 |
| | | 10 | New feature | 0.76 |
| | | 11 | 3G and 4G connectivity | 0.66 |
| | | 12 | Brand quality | 0.558 |
| F3 | Charging and operating facilities | 13 | Spare parts availability | 0.771 |
| | | 14 | After-sales service | 0.663 |
| | | 15 | Battery charging | 0.591 |
| | | 16 | Brand Loyalty | 0.564 |
| | | 17 | Warranty | 0.556 |
| | | 18 | Operating facilities | 0.485 |
| F4 | Camera and display | 19 | Camera | 0.755 |
| | | 20 | Display of the phone | 0.629 |
| F5 | Design | 21 | Design of the phone | 0.786 |
| F6 | Product preference | 22 | Product preference | 0.556 |

*Design*: It is the fifth factor with 5.316% of total variance explained. It reveals that the decision to purchase or not purchase a smartphone is made based on design by customers.

*Product preference*: The sixth one accounts for 5.011% of the total variance. There are many respondents consider the product preference as a priority issue before buy smartphone.

## 5. Discussion

Results of this study concluded that the intention to purchase smartphones of the consumers in Chattogram region is being affected by economic as well as functional and social factors. The most prevalent variable found was pricing and social influences which consist of brand awareness, advertisements, promotions, and advice from family members or partners, friends or sales representatives. This is consistent with existing research which demonstrates that perceived price and social reference groups have a significant impact on mobile phone purchase decisions in developing nations (Chow *et al.*, 2012; Juwaheer *et al.*, 2014). Kotler and Armstrong (2010) also highlight the importance of family members and peer groups in influencing consumers' tastes for high-involvement products, such as smartphones.

The second largest factor was product features like storage, 3G/4G connectivity brand quality and new features. The findings reflect how consumers increasingly depend on smartphones for communication, learning, entertainment and social media. This result is consistent with past research showing that technical attributes such as hi-tech convenience, application functions and multimedia system are primary factors of smartphones' adoption (Oulasvirta *et al.*, 2011; Ling *et al.*, 2006a). Young consumers particularly tend to compare features across different brands before making a purchase decision, which is consistent with the consumer profile reported in previous studies.

Charging and working facilities that is, battery life, guarantee, availability of spare parts and after sale service were other important factors. Long battery life and available repair services lower perceived risk and increase convenience to users, a finding consistent with the theory of perceived value (Zeithaml 1988) and Hellier's *et al.* (2003) results that perceptions of quality increase satisfaction and loyalty. The significant effect of after sale service demonstrates that the customers in Bangladesh give importance to usability on a continuous base and cost-effective maintenance.

The findings also suggest that the quality of the camera and display greatly influence purchase intention. This may be in line with findings that multimedia capabilities particularly camera functionality is a concern for today's smartphone users (Chow *et al.*, 2012). Design and personal product preference is one other dominant factor that influences, as it suggests above the aesthetic, comfort and the taste of each individual in selecting a brand or model (Kotler & Armstrong, 2010).

Collectively, the results indicate that Chattogram consumers perceive smartphones not only in terms of price but also as a combination of technical quality, visual appearance, social status and usefulness in the long run. This multi-dimensionality of purchase intention is consistent with the worldwide situation and also demonstrates both economic restriction and lifestyle requirement of the Bangladeshi customers. While the sample size is small and mainly consists of students, the findings have implications that are valuable for stakeholders working in a fiercely competitive smartphone industry.

## 6. Recommendations

Based on the findings, the following recommendations are proposed:

Enhance pricing and promotions: Smartphone firms need to provide cost-sensitive price alternatives and promotional incentives, as price and social stimulation have a significant impact on purchase intention.

Improve batteries and OS: Consumers are highly sensitive to battery performance and system speed; therefore, smartphone manufacturers should focus on improving battery longevity and enhancing operating system performance.

Focus on camera and display quality: It deserves a better, more simplified camera experience with this phone, and the display quality needs to be just as high for buyers to buy.

Improve product features and design: The capacity of storage, type of features and nature of the design determine purchase. Companies also need to bring features up-to-date and ensure they look stylish.

Enhance the after-sales service: The accessibility to Service Centres, Warranty support and spare parts are key aspects towards building trust in the product and Brand loyalty.

## 7. Future Research Directions

Future studies may consider increasing the sample size and collecting data from different regions of Bangladesh to enhance the generalisability of the findings. Stratified or probability sampling techniques can be applied to reduce sample bias. Future researchers may also use advanced statistical techniques such as Confirmatory Factor Analysis (CFA) or Structural Equation Modelling (SEM) to validate the identified factors and examine causal relationships. In addition, comparative studies across different smartphone brands or price segments could provide deeper insights into consumer purchase behaviour.

## 8. Conclusion

Smartphones are no longer conventional communication devices; rather, they function as multifunctional digital tools. It operates the majority of the functions that computers once performed. It has become an essential part of daily life rather than a luxury item. This study examines the variables influencing consumers' intentions to make purchases in the Chattogram area. A total of 100 responses were collected in this study. This study has identified that multiple factors were considered as selection criteria for a smartphone. Not necessarily all variables influence a person in the same

way and to the same extent. In the case of choosing a branded smartphone, factors taken into consideration by customers are pricing and social influence, product features, charging and operating facilities, camera and display resolution, product design, and preference. Firms should continuously monitor market dynamics and adapt strategic initiatives accordingly. The primary objective is to increase brand loyalty and avoid losing clients to competitor brands. Building a strong brand is essential to preserving its competitiveness and attracting more customers with innovative features and designs.

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## Author Contributions

All authors contributed to the study's conception and design. Md. Sadak Mia conducted material preparation, data collection, and analysis. Fatema Akter Jeni wrote the initial draft of the text, and other contributors provided feedback on prior versions. All authors read and approved the final manuscript.

## Appendix

**Examining the Factors Influencing Consumers' Smartphone Purchase Intentions: An Empirical Study in the Chattogram Region, Bangladesh**

## Demographic Profile

*Gender*
Male
Female

*Age*
Below-20 years
20-29 years
30-39 years
40-49 years
Above-50 years

*Education*
PSC
SSC
HSC
Honors
Master's

*Occupation*
Service
Business
Students
Housewives
Others

*Monthly Income*
Below-Tk 10000
Tk 10000-Tk 20000
Tk 20000-Tk 30000
Tk 30000- Above

## Price

Which smartphone brand do you prefer most?
Samsung
Oppo
Symphony
Vivo
Walton
Huawei
Apple
Others

Which price range will you choose to buy a smartphone?
Below-Tk 5000
Tk 5000-Tk 10000
Tk 10000-Tk 15000
Tk 15000-Tk 25000
Tk 25000- above

## Stylish Appearance

Attractive colours influence me to choose a smartphone brand.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

When purchasing a smartphone, consider a new and unique design.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

I consider size and weight when purchasing a smartphone.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

## Quality Aspects

The size and resolution of the display are considered when purchasing smartphones.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Battery life highly affects my decision when purchasing a smartphone.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

When purchasing smartphones, I consider high mega pixel's camera.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

I would instead choose a user-friendly smartphone brand and perform tasks faster.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

## Promotional Activities and Advertisements

TV advertisements and social media marketing influence my decision to purchase smartphone.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Different seasonal offers and discount prices influence me to purchase smartphones.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Advertising creates brand awareness and attracts my decision to choose smartphone.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

## Features

I would prefer purchasing more RAM and a memory-slotted smartphone.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

When purchasing a smartphone, consider strong network coverage like 4G and 3G internet.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

The smartphone I have purchased includes all the essential smartphone features.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

## Social Influence

I trust my family and friends for their opinions and advice on smartphone.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

My family and friends influenced my decision a lot when I purchased a smartphone.
Strongly disagree
Disagree
Neutral

Agree
Strongly agree

Salesperson's recommendation has an impact on my smartphone purchasing decision.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

## Brand Image

I will make my purchase according to my favorite smartphone brand regardless of the price.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

I intend to purchase a smartphone that fulfills my usage requirement.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

The Smartphone's brand name is my priority when making a purchase decision.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

**Post-Purchase Services**
When I purchase smartphones, consider the after-sales service.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Warranty gives peace of mind.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

purchasing smartphones consider the completeness of spare parts availability.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree