

Adult buying behaviour related to mobile phones: A selective literature review

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ABSTRACT

This paper provides a review of literature. All the external as well as internal factors that affect the decision-making process of the consumer have been explained in detail. The paper also highlights the existing literature with respect to smartphones and their features. Factors that affect the consumer while making a smartphone purchase decision have been explored as well. The paper further focuses on the aspect of brand influence and its importance on the smartphone industry. The smartphone industry in India has been examined with the help of a consumer decision-making model which focuses on the consumer decision-making process and buying behavior for the same.

Key Words : Consumer behavior, Buying decision, Features, Mobile phone

INTRODUCTION

Imagining just a single day without phone, feels like a fish out of water. It makes people feel restless even if they don't have it for some hours. They are obsessed about it. People keep checking their phone even if there are no notifications. It gives them a short relief while doing so. Mobile phones have in fact become a lifestyle product. It is being used for a variety of purposes.

According to the (India Brand Equity Foundation, Telecommunication, 2018) report, India accounted for the 2nd largest telecom network in the world with a subscriber base of 1,194.58 million, as of February 2018. India has become the world's second largest Mobile phone market, with 3rd highest number of internet users in the world. It continues to hold its position of being the biggest feature phone market globally according to International Data Corporation. Since, the usage of internet is increasing rapidly, so is the purchase of smartphones.

The increasing trend in Mobile phone among the people is the main reason that has amplified the interest to research on the topic. People's obsession about the Mobile phone has been increasing rapidly. The aim of this research is therefore to find out factors affecting consumer behaviour of Mobile phone buyers in the twin city of Odisha. The research is trying to find out that why do people desire to purchase a Mobile phone, what influences people in purchasing a Mobile phone and what motivates them in making the purchase decision.

Different consumers have different characteristics in their life that also influences their buying

behaviour. Social factors such as (family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self-concept) are those characteristics that could influence the buyer behaviour in making final decision.

Nowadays economical smart phones are also available in the market. But why do people buy expensive Mobile phones? Price, quality, brand, features, marketing, sales, word of mouth etc. could be several factors that a consumer may think before buying a Mobile phone. How much does brand of Mobile phone affect the buying decision of a customer? And how they impact the customer buying decision?

Factors affecting purchase decision of smartphones :

Psychological factor :

Lau *et al.* (2016) examined the factors that influence the purchase intentions of smartphones in Hong Kong. They considered several factors such as perceived ease of use, perceived value, perceived usefulness, external influence and subjective norms. The study was conducted among 150 undergraduate students at a university in Hong Kong. The data collected were analyzed through exploratory factor analysis, reliability tests, and multiple regression analysis. The results of the study indicated that the factors taken into consideration for the study were found to have a significant influence on the purchase intentions of smartphones.

Ayodele and Ifeanyichukwu (2016) explored the factors that influence the smartphone purchase behavior among young adults in Nigeria. The results of their study revealed that factors such as features of the smartphone and aesthetic value influenced the purchase decisions of these young adults.

Naing and Chaipoopirutana (2014) examined the factors affecting the smartphone purchase intentions of consumers in Myanmar. The study was conducted by collecting data from 400 respondents. The data analysis was done using Pearson's Correlation. The study had taken into account various factors such as product image, consumer aspiration, consumer uncertainty, perceived quality, emotional value and attitude towards the product. The results of the study indicated that a positive and imperative relationship existed among the mentioned factors.

Wilksa (2003) studied the factors affecting consumers' choice of a mobile phone and concluded that both rational, as well as emotional factors, affect the same. Rational factors refer to features such as time management and communication whereas emotional factors refer to features such as music, apps, camera, and games. The author also found that younger consumers prefer to go with emotional factors rather than rational factors while purchasing mobile phones.

Li and Li (2010) carried out a study in West China in order to understand the psychological factors that affect the consumption of mobile phones among college students. The study also aimed to find out the relationship between the individual characteristics of these students and the various aspects considered by them while purchasing a mobile phone. Data collection was done through the distribution and collection of a structured questionnaire among 172 respondents. Data analysis was done using KMO test and Bartlett test of sphericity. The findings of the study indicated that consumers' life concept, style, and individuality were affected by special functions of the mobile phones and also that the social attributes factors were positively influenced by purchase motivation.

Babin and Harris (2009) posited that the behavior intention of consumers was one of the critical elements of consumer behavior. Behavior intentions are based upon two parameters. One is the attitude of the person displaying the behavior and the other is the effect of others' opinions towards such behavior. The role of attitude in affecting consumer behavior was highlighted by

mentioning how it creates a framework for consumers to make decisions based on their knowledge of certain attributes as well as advantages of each alternative. Plus, people are also motivated to display a consistent behavior.

Laroche *et al.* (2003) through their study found that cognitive heuristics influence the purchase decisions of consumers. A consumer's past experience helps him to choose a particular perceived brand. It was also found that apart from information search, another important activity determining a consumer's choice was an evaluation of alternatives.

Liu (2002) examined the factors that affect decision-making with respect to the mobile phone brand in Asia. His research revealed that two main types of attitudes: attitude towards the brand of the mobile phone and attitude towards the mobile network, affected the choice of mobile phones. It was also found that consumers prefer mobile phones which have larger screens and more capacity and features gained more importance oversize.

Sirgy (1982) in his study on consumer behavior found that gender played a very important role when it comes to the selection of a product. Usage of a product reflected the way in which a consumer idolizes himself. The author also posited that the theory of self-concept is very useful for creating attitudinal models of consumer behavior. He suggested further research regarding the same.

Social factor :

Khan and Rohi (2013) conducted a study among the students of City University and Sarhad University in Peshawar in order to gain an understanding of the factors that affect the choice of mobile phone brands among the youth. Brand choice criteria were measured by administering a questionnaire to 110 respondents. Descriptive statistics, regression and coefficient analysis was used for data analysis. The results of the survey revealed that some of the key factors that affect the mobile phone brand choice among youth in Peshawar were recommendations by family and friends, brand image and quality. Hence, it was suggested that marketers focus on and prioritize these factors while targeting young consumers. The authors also suggested that future research should focus on examining other variables that might have a significant relation to the choice of mobile phone brands.

Malviya *et al.* (2013) explored the factors that influence the purchase decision of smartphones in the city of Indore. The study intended to examine the relationships between four main factors *i.e.* brand name, features, price and social influences while making a purchase decision. Data collection was done from 188 respondents. Data analysis was carried out with the help of reliability analysis, Chi-square test, Factor analysis, and confirmatory factor analysis using SPSS software. The results showed that social influence served as a status symbol for the brands utilized by consumers and product specifications were formed by the features.

Junco (2013) found that cell phones in the present era are considered to play a critical role when it comes to maintaining social relationships. They form a very important part of everyday life.

According to Mei-Jian *et al.* (2012) some of the factors that influence the preferences of consumers were the network marketing methods used by enterprises, group effect, perceived brand identity and brand emotions of the web consumers. Through empirical studies, the authors stated that perceived brand identity affects web consumers through their brand emotions and not directly through preference. Similarly, promotions were found to have neither positive nor negative effects.

The authors also found that individual consumer psychology and group psychology were factors

that influenced consumers more while purchasing mobile phones. Out of these, group psychology effects were significantly greater. The authors posit that this behavior is a reflection of traditional Chinese cultural characteristics of showing off and admiration of the authority. An example of this is the sale of iPhone 4 in the contemporary Chinese market and iPhone 4s, a fashion phone.

The study concluded that group effects mattered a lot to Chinese consumers and that made it easy for them to adhere to conformity. Also, Chinese consumers do not care about the quality. Only face value matters to them as long it gets them by.

Bridges *et al.* (2010) found that consumers have a higher level of engagement with others when they meet offline. This also leads to better and easier access to social networking sites such as Facebook, Twitter, and MySpace, which come embedded within today's smartphones. Using features such as live chat and social networking enables consumers to stay connected with each other and satisfy their various needs. Smartphones also help in facilitating social relationships.

Hundley and Shyles (2010) found through their study that consumers tend to feel disconnected socially, excluded from social activities and friends and uninformed when they engage with a smartphone even though their social needs are fulfilled through the same.

Lipincott (2010) posited that the need for connecting and communicating with family and friends as well as affiliations with clubs, churches, group memberships and other work affiliations are a reflection of the social needs or the needs for social interaction. The author states that consumers increasingly use smartphones for communicating and maintaining relationships among and between persons. Thus consumers' smartphone dependency is one of the determinants of social needs.

Basaglia *et al.* (2009) highlighted the positive impact of social influences on the dependency of smartphone usage. Smartphones are seen as "experience goods" and greater dependency on them is encouraged by social influencers who are mostly considered to be friends and family members. Dependency on smartphones is increased when these devices make good impressions on others. This also leads to more positive word-of-mouth which in turn leads to consumers either transforming them into beliefs or imitating these users. The overall usage rate of smartphones thus increases.

Pakola *et al.* (2007) explored the motives behind the purchase of mobile phones by consumers in Finland. Their study revealed that consumers considered audibility, friends' operator and price to be the most important factors while making the choice of a mobile phone operator. It was also found that properties of the mobile phone and its price were the most important factors while purchasing a new mobile phone.

Wei and Lo (2006) studied the engagement levels of smartphone users. They found that smartphones have embedded social networking features and interaction features which enable consumers who have a high need for socializing and staying connected to increase their usage rate. It was also found that if a positive correlation existed between dependency and social needs, then consumers were found to be highly engaged with smartphones. The study results also showed that consumers having lower social needs generally have lower smartphone usage rates.

Kuhlmeier and Knight (2005) found that a person may be compelled to change his or her attitudes, feelings and behavior due to social influence of another person. Family members and friends are considered to be social influences. Smartphone users are found to be conscious of their social group and buy smartphones if it enabled them to fit in with their social group or if their friends like the smartphone brand that they are using.

It also highlights that consumer behavior is concerned not only with the process of making a

purchase decision but also with attempts to predict and control it. Three levels have been pointed out: the first is the individual perspective of needs of the consumer, perceptions, attitudes, etc.; the second is the interpersonal level which deals with the importance of groups, opinion leaders, etc. while making decisions; and the third is the sociocultural level, which considers the influence of social class, culture, and lifestyle on consumer behavior.

Kivetz and Simonson (2000) studied the effects of incomplete information on consumer choice and found that product information has a bigger impact the same depending upon motivation, cognitive capacity, age, mood, etc. The study revealed that buyers' tastes, choices, and preferences can be impacted by missing information and that consumers tend to rely on prior experience or knowledge in order to make a purchase decision.

Price and features :

Sethi and Chandel (2015) examined the buying preferences of consumers towards entry-level smartphones. Stratified sampling was used to select a sample size of 200 respondents. Exploratory and descriptive techniques were adopted for the study. Data analysis was done using conjoint analysis. The results of the study revealed that consumers chose to brand as the most significant attribute while purchasing a smartphone. This was followed by price and purpose being other important attributes.

Sata (2013) examined the factors that affect the buying decision of mobile phones in the town of Hawassa. Using both primary and secondary data, the study was carried out using a sample size of 246 consumers who have been finalized through random sampling technique. Correlation and multiple regression analysis were used to study and analyze six important factors: product features, durability, price, after sales services, social group, and brand name. The results of the study showed that respondents considered consumers' value price and mobile phone brand name as the most important factors. It was also found that these factors acted as a motivational force that urged consumers to purchase a mobile phone. The author suggested that mobile phone sellers need to consider all the six factors to make use of the opportunity. The study also found through correlation analysis that the relationship between the six factors and the purchase decision was positive and significant. Further, the results also revealed that consumers considered the price of the mobile phone as a highly influencing factor that affects the purchase decision. So, the price should be given due importance by mobile phone sellers as well as in studies related to consumer behavior. Variations in the price of mobile phones influence consumer behavior while purchasing it. The results of this study are on par with other previously conducted studies regarding the same topic.

Moosylvania (2013) found through his study that options such as text messages, mobile ads, links to information videos, mobile coupons, QR codes, and apps are used by owners of smartphones in order to compare prices among various retailers and also search for products. Such consumers also do not mind spending huge amounts on smartphones. Thus, purchase decisions and sales are influenced by the price of the product.

Das (2012) carried out a study in the coastal areas of Odisha in order to explore the factors that influence the buying behavior of youth in these areas towards mobile handsets. The study involved empirical research based on survey method. Data collected were analyzed using chi-square test, percentage test and paired T-test model. The results revealed that youth in these areas bought mobile phones on credit.

Rashid *et al.* (2012) examined the mobile phone buying behavior of consumers in rural and urban areas of Pakistan. Data collection was done by administering a structured questionnaire to

600 consumers. Data analysis was done using AHP (Analytic Hierarchy Process). The results of the study indicated that consumers in rural areas of Pakistan are price conscious and more concerned about the functions of the mobile phone whereas consumers in urban areas of Pakistan are more concerned with the brand image and style of the mobile phone.

Alavi *et al.* (2012) found through their study that cell phone usage is evolving from a habit to an addiction as young adults and college students increasingly rely on cell phones. Traditionally, addiction has been defined as repeated use of a certain substance in spite of the negative consequences affecting the person who is addicted. Recently this definition has been expanded to include habits and behaviors such as eating, gambling, exercise, sex, internet and cell phone usage. Any such habit that has the capability to produce pleasurable sensations has been classified as an addiction. Behavioral addiction is another type of addiction wherein an individual experiences compulsion or a habitual drive to keep repeating a behavior in spite of being aware of its negative effects on self. Such repetitive behaviors lead to biochemical processes in the body which in turn lead to addiction. A sign of this is a loss of control over self-behavior.

Worlu (2011) studied the motives behind cell phone purchases in Nigeria. 297 Nigerian consumers were surveyed in order to identify their motives behind purchasing a cell phone. The results of the study indicated that factors such as market conditions, manufacturer and influential persons played an important role in affecting purchase motives. Factors such as features, pricing, brand components, quality and influential persons were found to be important in case of the choice of operator.

Khurana (2011) conducted an empirical research and found that quality, price, promotion, and availability were some of the important factors that influenced the buying behavior of consumers in Hissar's cell phone market. These factors were found to influence perceptions of consumers on the one hand and also help them make purchase decisions on the other hand.

Wang and Wen (2009) highlighted the importance of brand recognition in their study. According to them, whenever consumers go shopping, they are influenced by brand recognition. For example, a person may buy a hamburger from McDonald's if he wants to specifically eat a hamburger. Another important aspect of brand recognition is that it affects the choices of consumers. For example, consumers choose products as per the brands that they recognize whenever they lack motives to choose brands. The authors also posit that brand recognition plays an important role in influencing purchase decisions when consumers find it difficult to differentiate between various brands while making a purchase. The study highlights further that consumers sometimes lack the knowledge or experience required in order to make a judgment about the brands that offer the best quality. This happens especially in case of high precision technological products. Consumers tend to go for those brands that they are most familiar with.

A study by Demir *et al.* (2008) revealed that people tend to have positive or negative beliefs about a product based on usability, which acts as an influential factor. User friendliness refers to ease of use or ease of understanding. If a person using a device or a software finds it easy to use, then he will not have any difficulty in learning how to use it. Brands too prefer to develop user-friendly products. Mobile phone developers also place high importance on developing phones that can be easily operated and whose operations are also easy to learn for consumers.

Ling *et al.* (2005) found through their study conducted on college students that size, menu organization and physical appearance are the most important factors that affect the choice of mobile phones. Other attributes which consumers consider while making a mobile phone purchase decision are brand, price, purchase location, functions of the phone, phone size, wireless carrier,

carrier flexibility and phone design. The common assumption is that consumers are mostly concerned with their own interest and hence are rational decision makers. They tend to look for higher returns according to the amount spent. They also pick products based on their preferences and interests and products having more benefits. Preferred brands are the basis for consumer decision making.

Heikki *et al.* (2005) studied the factors affecting the choice of mobile phones among consumers in Finland. They found that a lot of consumers were unaware of the services and properties offered by new mobile phone models in the market. This was in spite of the rapid development of mobile phones, almost at par with Personal Digital Assistants. Seven factors were found to play an important role in influencing the choice of mobile phones: brand, design, basic properties, pricing, multimedia and innovative services, reliability and outside influence. Out of these factors, it was found that men preferred new services while considering upgrading their mobile phone to a newer model and choosing a new one.

Demographic variables were also studied in order to find out the influence of various attributes on the choice of mobile phones. The results showed that occupation and gender were significant demographic variables affecting the choice of mobile phones. For lower-income consumers, the price was found to be of significance. The research was done using focus groups and survey method. The focus group studies revealed that consumers tend to value familiarity with brands while choosing between various mobile phone models. Consumers' income, mobile phone size, and innovative services were other factors affecting the choice of mobile phones. The authors also suggest carrying out more empirical research in order to validate that consumers do value personal time and planning while choosing new mobile phone models.

Further, the authors stress that advertising of new models of mobile phones need to highlight new technical features and how they can help consumers, rather than just focusing on properties. This would be of importance to manufacturers, resellers and other members in the value chain of the mobile phone industry. Earlier advertisements used to focus mostly on properties and acronyms such as EDGE, Bluetooth, GPRS etc. Only people well versed in technology had the capacity to understand these ads fully. There is a need to focus more on educative advertising. In today's era, consumers need the best post-purchase services as well as hands-on product information as mobile phones today contain a lot of innovative properties and features. The study concluded by highlighting that international differences in culture and legislation are factors that influence results.

Guleria (2005) attempted to study the various factors that play a role in determining consumer preferences for smartphones. Certain usability features were also studied. Data collection was done from 80 smartphone users and data analysis was done using statistical techniques such as chi-square test, F-test, total weighted method and percentage method. The relationship between demographic characteristics and preferred usability features was examined through this. The results of the study revealed that processing speed and ease of use were considered to be major elements in developing smartphone preferences, followed by applications and technological needs.

Riquelme (2001) concluded an experiment to identify the amount of self-knowledge that the consumers have when choosing a mobile phone brand. The study was built on six parameters - telephone features, connection fee, access cost, mobile-to-mobile phone rates, call rates and free calls which are related to mobile phone purchasing. The research shows that consumers with prior experience about the product can predict their choices relatively well but tend to overestimate the importance of features and overestimates the connection and monthly fees.

Maxwell (2001) studied the homogeneity versus heterogeneity of global consumption by testing the same in a cross-cultural brand/price model. The study results showed that Indians are tougher

consumers as compared to Americans when it comes to marketers selling their products. But, Indian consumers were also found to be less conscious about brands and more about price.

Swait and Adamowicz (2001) carried out a study to understand the influence of task complexity on consumer choice. The results of their study revealed that decision behavior displayed by buyers can differ from individual to individual as customers tend to use various approaches for making choices instead of using only mathematical modeling.

Martin and Marshall (1999) found through their study that the level of involvement of consumers' was found to be moderated by the influence of framing on smartphone attitudes. The framing here refers to a selection of stereotypes and anecdotes that is relied upon by individuals in order to understand and also respond to events.

Impact of brand on consumer behavior for smartphone :

In recent years there has been rapid growth in the adoption of smartphones that has attracted increasing attention of consumer buying behavior (Kim *et al.*, 2013). Smartphones provide marketers with the opportunity to develop smartphones that will create a unique content of interactive experience between consumers and a brand, thus engaging consumers more effectively. Currently smartphone devices have a central role in the mobile communications landscape, and growth in market share is predicted to be strong throughout the next five years (Gelenbe *et al.*, 2013).

Brand equity :

Brand building is an activity that takes some to build and often even longer time before yielding any results. From a managerial perspective, brand equity provides a strong platform when introducing new products and could shield towards competing attacks (Aaker, 1996). However, ultimately and most importantly, the brand has to carry meaning for the consumer (Cobb-Walgreen and Ruble, 1995). Brand equity can be defined from various perspectives, yet for the purpose of this dissertation is to analyze consumer's perception toward brand of smartphone *i.e.* how customers perceive a product or service. Various researchers have chosen different strategies in the operationalization of consumer based brand equity and these can be divided into two groups (Aaker, 1996):

- Consumer Perceptions: covering brand awareness, brand association, and perceived quality
- Consumer Behaviour: including brand loyalty and willingness to pay a premium price.

Brand awareness :

Brand awareness is a brand's ability to be recognized or recalled as a member of a certain product category or service (Aaker, 1991). It relates it to the strength of the brand node or trace in memory as reflected by consumers' ability to identify the brand in different situations.

Brand awareness plays an important role in consumer decision-making process for smartphone purchase. Firstly, it increases the likelihood of a brand being a member of the consideration set. Secondly, it has been shown that consumers adopt a decision rule to buy familiar brands. Brand awareness can therefore be seen to affect decisions about brands in the consideration set. Lastly, it influences the formation and strength of brand associations. Fundamentally, high levels of brand awareness should increase the probability of brand choice, produce greater consumer and retailer loyalty, and decrease vulnerability to competitive marketing actions (Keller, 1993). Smartphone marketers use marketing tools and social media to reach to various consumers in the market.

Customer brand engagement :

Customer brand engagement is the total level of a customer's intellectual, emotional, and behavioral activities as a result of brand interactions. It is the level of an individual customer's motivational, brand related, and context dependent state of mind (Hollebeek, 2011). Inter activity between the consumer and a brand is considered not only a distinct concept, but is viewed as an antecedent required for engagement to occur. Co-created value is defined as the perceived level of value created in the mind of the consumer through interactions with the brand of smartphone. Similarly, customer brand experience is conceptually related engagement to be momentary yet to have strong personal meaning which may illicit cognitive or behavioral responses (Hollebeek, 2011).

Mollen and Wilson (2010) argued that engagement is the outcome of continual interaction between the consumer and the brand that reinforces the emotional, psychological, or physical commitment to the brand. Furthermore, manifestations of engagement are described in the literature as a dynamic concept that may vary from short-term, highly volatile, to long-term, relatively stable processes. Closely related to brand loyalty engagement describes the strength of the relationship between a consumer and a brand. Smartphone marketers influence consumer at emotional level and psychological level in engaging with their brand. They use emails and interactive application which connects consumers directly to brand to interact with consumer and influencing them in purchasing smartphone or upgrade one. Marketers also organize promotional events and activities which engages consumer to the brand.

Brand loyalty :

Smith and Wright (2004) investigated the customer loyalty for and found out that product value attributes directly impact the levels of loyalty. In their analysis, they concluded that brand image, firm viability, product quality and post sales service quality significantly affect repeat sales. Punniyamoorthy and Mohan (2007) investigated the antecedents of brand loyalty and found out that involvement, functional value, price worthiness, emotional value, social value; brand trust, satisfaction, commitment and repeat purchase are having positive relationship with brand loyalty. Marketers in smartphone industry influence consumer with high quality of product and brand engagement to make sure that consumer be loyal to the brand. In summary, loyalty had been investigated to been formed through the following antecedents such as brand trust, commitment, satisfaction, perceived value, image, association, quality and others. Likewise, the consequences of brand loyalty are related to their relationship with repeat purchase, purchase intention, word of mouth, preference, price premium, brand equity, variety seeking, performance, resistance to competitor and brand switching. Loyalty can be hard to define as it can be formed from attitudinal or behavioral dimensions. One of the attitudinal loyalties is attitude towards brand. Attitude toward brand is an attitudinal measure for loyalty as attitude toward the brand is a relatively enduring, one-dimensional summary evaluation of the brand that presumably energizes behavior. This study encompasses the dimensions of appealing, good, pleasant, favorable and likeable as found in (Spears and Singh, 2004) as the measurement for the construct of attitude toward brand. Thus, brand loyalty is defined as the attitude toward brand.

Brand association :

Consumers' favorable brand beliefs will influence their purchase intentions and choice of the brand. For smartphone, brand associations can be represented by the functional and experiential attributes offered by the specific brand. Consumers associate the brand with, such as dynamism,

high technology, innovativeness, sophistication, distinctiveness, excellence and prestige (Norjaya *et al.*, 2007). The combination of tangible and intangible attributes creates a brand identity, that is “a unique set of brand associations that the brand strategist aspires to create or maintain,” which drives brand associations (Aaker, 1996). Therefore, the identity of the specific brand may impact brand associations and ultimately sales. In short, brand association is defined as the strength of functional and experiential attributes perceived by the consumers

Conclusion :

Telecommunication is one of the integral parts of the society. This may be due to the continuous improvement in the mobile phone technology in the recent years. This has also attracted more and more producers and marketers. The smart phone has become one of the important aspects of everybody's life. Starting from sunrise to sunset and from sun set to again sun rise everybody is online. This is possible because of the invention of smart phones. The migration of mobile networks from 2G to 4G and 5G has increased the need for high tech phones. This has resulted in increasing number of mobile phone producers. Consequently the competition in the mobile phone market is based on every aspects of the product. Looking at that the current study has been made to find out what are the various factors that are responsible for the buying decision making among the various age groups of customers. From the literature it is observed that the customers focus on various factors before selecting a phone for buying it.

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