FACTORS THAT INFLUENCE CONSUMER PURCHASE DECISION IN CHOOSING MOBILE PHONES AMONG TEENAGERS

**Nur Shahirah Maisurah Saibin Abdullah, Mohd Ilham Iman bin Daim,
Nicole Maureen Nickson and Rosmah binti Masnib**
Faculty of Business, Economics and Accountancy,
Universiti Malaysia Sabah, Kota Kinabalu, Sabah, Malaysia

ABSTRACT

The overall objective of this study is to examine the factors that influence consumer purchasing decisions in choosing a mobile phone among teenagers. The dependent variables were consumer purchasing decisions in choosing a mobile phone among teenagers and the independent variables were brand, product features, price concerns, and social influence. The researchers collected the information using Google forms or questionnaires and interviews. Researchers are distributing this questionnaire to Malaysian teenagers aged thirteen to nineteen. The targeted sample comprises thirty male and female respondents with different education levels which is secondary education, degree, diploma, and those already employed. The researchers used primary and secondary data. Descriptive analysis was used to describe the characteristics of the respondent followed by the regression analysis to test the hypothesis of the study. The study revealed that product features are the only factor that significantly influences the intention of teenagers in purchasing mobile phones.

PROBLEM STATEMENT

If we look at the current era of globalization, we can see that technology has become an important part of our daily lives. Most people are increasingly dependent on technology. This is because all the information we want is at our fingertips. As the saying goes 'the world is

at your fingertips' is dominant nowadays. From desktops to laptops, technology is increasingly minimized for mobile phones. Mobile phones are one of the most advanced tools in finding information and communication tool technologies that allow users or the public to find information easily and connect and transfer information easily around the world. The mobile phone industry has grown rapidly in the country since 1983. Since then, there have been many large mobile phone companies 'stepping foot into the industry. Due to the entry of many mobile phone companies, many mobile phone brands have been introduced to the market in Malaysia, which is Apple, Samsung, Lenovo, Huawei, and many more. Therefore, this research aims to study the purchase intentions of consumers towards the mobile phone.

Mobile phone penetration in Malaysia has increased in the year 2012 from 47 per cent to 63 per cent (The Sun Daily, 2013). Nowadays, consumers pay more attention to the brand while choosing mobile phones (Knapman, 2012). Between these two brands namely Apple and Samsung it acquires or achieves the highest marketing in the market. Most of the largest mobile phone manufacturers have received threats from Chinese mobile phone companies. This is said to be so because this mobile phone maker from China imitates the results of the manufacture of well-known mobile phones such as Apple and Samsung (The Star, 2012).

A survey was made by the Malaysian Communications and Multimedia Commission in 2012. This is said to be so because to determine the use of mobile phones in Malaysia. The survey result came out with a statistic of young adults aged 15 to 29 owning a mobile phone stand 44.5 per cent among the other age brackets (Malaysian Communications and Multimedia Commission, 2012). Young adults are more inclined to new technological features and innovations that emphasize the speed of

use while using mobile phones. Besides, the survey also shows that there is 43.5 per cent of the total mobile phone users are female while the other 56.5 per cent are male mobile phone users. Although males are more likely to own a mobile phone than females, however, the brand gave more impact on females (Lim et al., 2013).

Therefore, this research aims to study what are the factors that influence consumer purchase decisions in choosing mobile phones among teenagers.

RESEARCH QUESTIONS

The overall research question is "what are the factors that influence consumer purchase decisions in choosing mobile phones among teenagers?" The specific research questions are as follows:
(a) Did the brand influence consumer purchase decision in choosing mobile phones among teenagers?
(b) Did the price influence consumer purchase decision in choosing mobile phones among teenagers?
(c) Did the features of the product influence consumer purchase decision in choosing mobile phones among teenagers?
(d) Does a social factor have a positive influence on the consumers' mobile phone buying decisions among teenagers?

RESEARCH OBJECTIVE

The overall research objective is to identify the factors that influence consumer purchase decisions in choosing mobile phones among teenagers. The specific research objectives are as follows:
(a) To identify how the brand can influence consumers' purchase decisions of mobile phones.
(b) To identify how a price can influence teenagers' to purchase mobile phones.

(c) To identify whether mobile phone features that can influence a consumer's decision to purchase a mobile phone.

(d) To identify whether social factors have a positive influence on consumers' mobile phone purchasing decisions.

LITERATURE REVIEW

This research is done by our group to analyze the factors that influence the consumers' purchase decision in choosing mobile phones. In this technology-oriented society, the usage of mobile phones has increased worldwide especially among young consumers. This age group has become targeted customers for marketers as young consumers are the most attractive and appealing for a firm to earn a high amount of investments.

In this research, we use a theoretical framework to analyze the factors that influence consumers. Two variables have been discussed, which are the independent variable and the dependent variable. Our group has identified 4 factors that are influencing consumers purchase decisions in choosing mobile phones. The 4 independent variables are price, quality, product features, brand, and social influences.

Based on the previous studies, many factors influence consumers' purchasing decisions in choosing a mobile phone. Character traits, financial and social foundations, age, gender, and professional position, as well as a variety of social influences applied by family, friends, acquaintances, and society as a whole, all has an impact on consumer behaviour (Uddin et al., 2014).

Dependent Variable: Intention of Teenager to purchase Mobile Phones

A purchase decision is a thought process that will prompt the buyer or consumer to identify the needs that result in a choice of a particular product (Lim et al., 2013). Many factors influence consumers' purchasing decisions in choosing a mobile phone. According to Mesay Sata (2013), purchase decisions can influence by the factors such as the features of the mobile phone. Not only that, apart from the features of the product, several factors influence the purchasing decision of consumers in choosing a mobile phone. Among them are the brand, price concern, and social influence. Lim et al. (2013) and Nushrat Shabrin and Sarod Khandaker (2017) also support what the previous writers have found in their findings but add several factors that may influence consumers to buy which is social influence. In addition, Uddin et al. (2014), indicates that the physical attributes or features of the mobile phone are very important factors. Therefore it is clear that all the statements stated by past researchers lead to several factors.

Independent Variables

Brand

A "brand" according to Stephanie Bogan, is an impression of one's worth in the marketplace (2007). To develop a brand, you will need more than just words and graphics; you will also need a clear, engaging narrative that identifies the work you perform and the value you provide. In 2016, Deepika Ganlari et al. conducted a mobile phone study in India. This survey included a total of 60 participants. According to the findings, brand, product design, product performance, and pricing all have an impact on consumer purchasing decisions. On various levels, the brand name influences product quality perception. According to the study, a positive brand image can increase a product's added value, enabling buyers to develop a positive attitude and trust toward the product brand, and eventually promote brand awareness. As a result, developing customer brand awareness is crucial; brand recognition allows a product's brand to become the consumer's first choice when purchasing a product, such as a smartphone in this case.

Product Features

Product features are traits or attributes of a product that offer value to the end-user and distinguish it from competitors on the market. According to Uddin et al. (2014), their studies is about the factors that affect customers' buying decision on mobile phone in Khulna City, Bangladesh. In their studies mentioned that the physical attributes or feature of the mobile phone is one of the very important factors. Their targeted respondent for their research is around 200 respondents aged below 18 to above 40. Malviya et al. (2013) mentioned in their studies all factors have a significant effect on customer buying choices when it comes to mobile phones such as price, brand preferences, features, and social influences. This is because all the factors that have been mentioned have an important major in listing some of the existing brands to see which dominant factors are owned in each brand of mobile phone that the study already listed. They conducted their study using a questionnaire that they had already designed to give to their 250 respondents who were around Indore. This study uses primary and secondary data which is, for primary data they conducted this study using a questionnaire and for secondary data, they refer to past researches.

Price Concern

In general, price is defined as the price for a product or service value financially. In other words, the price also is some financial terms given by a customer or consumer to a seller in exchange for the product or service they wish to purchase. According to Mesay Sata (2013), the study is about the factors affecting consumer buying behaviour of mobile phone devices in Hawassa City, Ethiopia. These studies mentioned that price is the most dominant factor that influences the consumer buying decision. Their targeted respondent for their research is around 246 respondents aged below 18 to above 35.

To conduct the studies the researcher use the Pearson correlation method to identify what is the most dominant factors that can influence mobile phone buying decisions. Besides, Ganlari et al. (2016) also claimed that the factors that influences consumer buying decision is pricing. Researchers conclude that if the product gives or offers a high price then it will directly influence and stimulate the buying intention of a consumer or customer (Tellis & Gaeth, 1990; Bloch & Black, 1988). They conducted their study using a questionnaire that they already design to give it to their 60 respondents who were around India. While conducting this study, they use primary and secondary data which is, for primary data they conducted this study using questionnaire and for secondary data, they refer to the past researches.

Social Influence

The word 'social influence' refers to a group of elements that influence a person's thoughts, feelings, and behaviours (Mason et al. as cited in Ting et al., 2011). Based on their everyday observations and the opinions of others, social influence may impact a person's decision to get a smartphone (Suki and Suki, as cited in Ting et al. 2011). According to Jasia Mustafa and Ahsan Al-Rifat's (2019) research, social influence affects client purchasing decisions when it comes to mobile phones. In their study, which included 200 respondents from Dhaka, Bangladesh, only 155 questionnaires were employed to assess data. Generally, social influence consists of the influence of friends, parents, neighbours, product ambassadors, and others. The result of the study stated that social influence is the highest impact that brings positive result on consumer behaviour when purchasing a mobile phone. This is because this group is one of the strategies to promote their products effectively. Thus, it can make a person interested in the product and make consumers make purchases on mobile phones.

RESEARCH GAP

Finally, we examined the literature review and identified the four factors, which comprise independent variables (brand, product features, price concern, and social influence)

and dependent variable (influence consumer purchasing decision). Following a discussion of relevant theoretical frameworks, we proposed a theoretical framework based on our observations and hypotheses.

METHODOLOGY
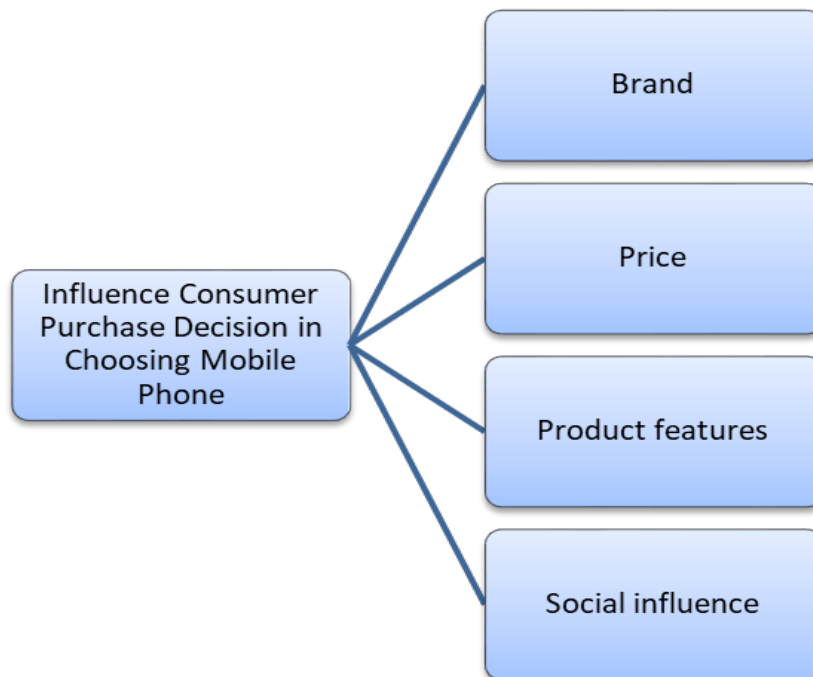
Research Framework

Figure 1 Factors that influence consumer's purchasing decisions in choosing mobile phones

Figure 1 shows the factors that influence consumer's purchasing decisions in choosing mobile phones. It is to identify what the four independent variables are, which are brand, price, product characteristics, and social influence. Meanwhile, the dependent variable which is the influence of consumer purchase decision in choosing mobile phone among teenagers. In conducting the study, we targeted respondents among teenagers ranging in age from 13 years to 19 years and above and we used the method by distributing questionnaires in the form of Google form to obtain information related to the topic of study and we also used the interview method.

RESEARCH DESIGN

The research design is a data analysis method that is based on the idea of constructing a network of interactions between the variables in the study. The study design is determined by how data is collected and assessed in order to gain information by integrating relevance with the research's objective. This study's quantitative research method is based on representation and often includes statistical analysis to quantify the facts and provide convincing proof. It is used to collect data from respondents in order to determine the cause-and-effect relationship between two variables. As a result, it is appropriate for use in this study.

Sampling

A target population is a group of people polled in order to conduct research and make findings in a study. The study's target population will only include persons aged 13 to 19 who have purchasing power when it comes to choosing a mobile phone. The targeted sample is a total of 30 respondents consisting of male and female which include a secondary school, degree, diploma, and employed. This category was chosen for this study because it represents a potential buyer of a mobile phone.

The questionnaire was randomly distributed online and researchers also conduct interview. The sampling frame for this research study focused only on teenagers who purchase and use mobile phones. The sampling location for research purposes is in Malaysia.

Questionnaire

This survey is intended to collect and record information from respondents on a variety of topics, for our study is about the factors that influence consumer purchasing behavior in choosing a mobile phone among teenagers. These surveys are typically aimed to acquire direct information on a respondent's behaviour or to discover the core beliefs of a group of respondents on a certain issue. Furthermore, when the sample size of the study is high, this online questionnaire is simple to utilise and saves money on research. Furthermore, in order to acquire vital and intriguing data from respondents, this questionnaire must be carefully prepared, with questions and statements that are very clear and easy to understand. This self-administered questionnaire was used by the researchers to collect data, and responders were required to complete their own questionnaire online in this self-administered questionnaire.

The demographics section is the first of three parts that comprise the questionnaire. Section A consists of four questions pertaining to the respondent's general or demographic information. Section B asks respondents 17 questions regarding the factors that influence their decision to buy a phone. It is divided into four sections: brand, product feature, pricing concern, and social concern. Finally, in Section C, respondents are asked about their decision to purchase a cell phone, which is the study's dependent variable. An interval scale was used to produce the variables for this questionnaire. The interval scale is a standard survey evaluation scale that interprets distance differences along the scale. For example, 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree) is the best way to use to determine attitude measurement.

PILOT STUDY

A pilot study is a strategy used to test a questionnaire using a sample smaller than the planned sample size. The importance of the need to conduct a pilot study is to enable researchers is to determine the feasibility of the research design conducted. If the results of a pilot study have been obtained, the results can be used to assist researchers in large-scale research methodologies. A group of male and female teenagers participate in the pilot test. This pilot test was randomly distributed to 74 respondents. The respondents' feedbacks are about the factor that influences consumer purchase decisions in choosing mobile phones.

Factor Analysis

Table 1 Total variance explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.219	30.079	30.079	4.945	20.605	20.605
2	2.617	10.905	40.984	3.642	15.176	35.781
3	2.447	10.194	51.178	2.404	10.017	45.797
4	1.678	6.990	58.169	2.135	8.895	54.693
5	1.336	5.567	63.735	1.848	7.699	62.392
6	1.198	4.992	68.727	1.520	6.335	68.727
7	.969	4.037	72.764			
8	.950	3.959	76.723			
9	.856	3.568	80.291			
10	.729	3.038	83.329			
11	.628	2.619	85.947			
12	.453	1.888	87.835			
13	.407	1.697	89.532			
14	.403	1.678	91.209			
15	.364	1.515	92.725			
16	.320	1.335	94.060			
17	.280	1.166	95.226			
18	.214	.891	96.118			
19	.211	.880	96.998			
20	.195	.814	97.812			
21	.161	.669	98.481			
22	.155	.646	99.126			
23	.137	.573	99.699			
24	.072	.301	100.000			

Extraction Method: Principal Component Analysis.

Table 1 shows the total variance explained by each component identified from the responses by the respondent. Since the eigenvalue set as 1, any component as an eigenvalue of 1 and above shows the component in the questionnaire is able to explain the changes in the variance. There are 6 components that have an eigenvalue of 1 and above. Therefore, there are 6 components. Component 1 explains 20.6 per cent, component 2 shows an explanation of 15.2 per cent, component 3 explains 10.0 per cent of the variance, component 4 explains 8.89 per cent, component 5 explains 7.69 per cent, and component 6 respectively can be explains 6.33 percentage of the variance. So the conclusion is there are 8 components and all 8 components can explain the percentage of the variance in explains in the questionnaire.

Cronbach Alpha

Table 2 Reliability statistics

Cronbach's Alpha	N of Items
.736	5

Table 2 reliability statistics shows the Cronbach Alpha. The questionnaire was initially left to 74 respondents for its reliability in measuring the objectives of the study. The study showed that the Cronbach Alpha result

is 0.736. The value of the Cronbach Alpha approach is greater than 5. Therefore it can be concluded that the questionnaire is an instrument that can be used to measure or answer the objectives of this study.

METHOD OF ANALYSIS

This study collected two types of information data: primary data and secondary data. Primary data is information obtained directly from a direct source, such as surveys, experiments, and observations. Documentaries, surveys, and other sources are all sources of secondary data. Documentary data is required for research investigations in written material that collects information from books, journals, magazine articles, and other sources to support research studies as references.

In the research we conducted, the method we used to conduct this study is qualitative and quantitative method. Quantitative research is a study that incorporates quantitative data or information that can be measured using a method and necessitates measurement equipment such as surveys. Qualitative research, on the other hand, is a study that collects qualitative data or information through observations, interviews, document analysis, or any other approach. This interview was conducted by us to obtain more accurate and true information from our respondents. In addition, in this research study, we also used some previous studies as a reference to our written secondary data. This is to make it easier for us to compare the study we went through with the previous study.

Descriptive Analysis

Descriptive analysis or known as descriptive statistics is a process that uses statistical techniques. This is because due to its ability in generating accessible views from the data to explain from the data obtained. Percentage and frequency data were used to explain how the data were measured through questions in

Section A showing the demographics of the respondents. The questionnaires contained in the questions of Part A are such as gender, age, race, and level of education.

Regression Analysis

One method for determining the effects of two or more variables is regression analysis. Certain components are referred to as variables in this regression study, while others are referred to as independent variables. Using this method, the relationship between four independent variables is investigated: brand, product quality, pricing concerns, and social influence.

An example of a regression analysis equation is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

a = The regression constant X_1 = Independent variable

β_1 = The coefficient describes the magnitude of the independent variable›s effect on the dependent variable.

Hypothesis
H1:   Brand influences consumers purchasing decision in choosing mobile phone among teenagers.
H2:   Product features influences consumers purchasing decision in choosing mobile phone among teenagers.
H3:   Price concern influences consumers purchasing decision in choosing mobile phone among teenagers.
H4:   Social influence influences consumers purchasing decision in choosing mobile phone among teenagers.

FINDINGS

Characteristics of the Respondents
Table 3 Gender

	Frequency	Per cent
Male	21	28.4
Female	53	71.6
Total	74	100.0

Table 3 shows the gender of the respondents. There are a total of 74 respondents for both genders, 21 respondents or 28.4 per cent are male. Meanwhile, 53 respondents, or 71.6 per cent were women.

Table 4 Race

	Frequency	Per cent
Malay	15	20.3
Chinese	1	1.4
Bumiputera Sabah	56	75.7
Bumiputera Sarawak	2	2.7
Total	74	100.0

Table 4 presents the race of the respondent. There are 4 different races which is Malay, Chinese, Bumiputera Sabah and Bumiputera Sarawak. The total of participants in the survey is 74. Based on the table above, 56 respondents or 75.7 per cent are Bumiputera Sabah. Meanwhile, there are 15 respondents or 20.3 per cent are Malay. Next is, Bumiputera Sarawak there are only 2 respondents or 2.7 per cent. Finally, only 1 Chinese respondent or 1.4 per cent were the respondents of this study.

Table 5 Age

	Frequency	Per cent
Between 13 – 17	1	1.4
17 – 19 Years Old	1	1.4
Above 19	72	97.3
Total	74	100.0

As illustrated in Table 5, the respondents' age group is categorized under three different groups. The first group is from age between 13 to 17 years old, which are 1.4 per cent or 1 respondent. The next category is between the age of 17 to 19 years old, with only 1 respondent or 1.4 per cent of total respondents. The last group of age range is above 19, which recorded a total of 74 respondents or 97.3 per cent of total respondents.

Table 6 Education level

	Frequency	Per cent
Secondary school	7	9.5
Diploma	19	25.7
Degree	44	59.5
Employed	4	5.4
Total	74	100.0

In Table 6 shows the education level of the respondents, the respondents' education level is under four different level. There are a total of 74 respondents for education level. The first group is secondary school, which are 9.5 per cent or 7 respondents. Second category for education level is diploma, with only 19 respondents or 25.7 per cent. Third category is degree for education level which recorded 44 respondents or 59.5 per cent and lastly, employed which recorded 4 respondents or 5.4 per cent of total respondents.

Regression Result

Table 7 Model summary of the regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698[a]	.487	.457	.46439

Source: Developed for research

Table 7 shows the R square value in model summary which is the result is R square value is 0.487. This means 48.7 per cent is the changes to factor that influence consumers purchase decision in choosing mobile phone was influence by brand, product features, price concern and social influence. It means 51.3 per cent was influence by other factors.

Table 8 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.110	4	3.528	16.357	.000[b]
	Residual	14.880	69	.216		
	Total	28.991	73			

Source: Developed for research
a. Dependent Variable: InfluenceConsumer
b. Predictors: (Constant), SocialInfluence, ProductFeatures, PriceConcern, Brand

Table 8 shows the stability of the model used in ANOVA table. The estimated of F value is 16.357 with the significance level of (Sig=0.00). Thus it can be conclude that the overall regression model with the 4 factors which is brand, product features, price concern and social influence are stable or normally distributed and can be used for prediction.

Table 9 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.796	.432		1.845	.069
	Brand	.125	.095	.166	1.312	.194
	ProductFeatures	.469	.140	.480	3.343	.001
	PriceConcern	.098	.102	.104	.965	.338
	SocialInfluence	.182	.104	.155	1.749	.085

Source: Developed for research
a. Dependent Variable: InfluenceConsumer

Table 9 shows the regression result. As discussed earlier, the dependant variable is influence consumers purchase decision in choosing mobile phone meanwhile the independent variables are brand, product features, price concern and social influence. The estimated t value of brand is 1.312 with the significant of 0.69, this means hypothesis A is accepted and the particular variable is insignificant in explaining purchase decision and 5 per cent significant level. The Beta coefficients is 0.125 this means that there is a negative relationship between brand and the purchase decision.

The estimated of t value of the product features is 3.342 with the significant of 0.01, this means hypothesis B is accepted with the significant is 0.05 per cent. Which means product features is able to explain the changes in purchase decision. The Beta coefficient is 0.469 this means that there is a positive relationship between product features and the purchase decision.

The estimated of t value of the price concern is 0.965 with the significant of 0.338, this means hypothesis C is accepted and the particular variable is insignificant in explaining purchase decision and the significant level is 0.05 per cent. The Beta coefficient is 0.098 this means that there is a negative relationship between the price concern and the purchase decision.

The estimated of t value of social influence is 1.749 with the significant of 0.085, this means hypothesis D is accepted and the particular variable is insignificant in explaining purchase decision and the significant level is 0.05 per cent. The Beta coefficient is 0.182 this means that there is a negative relationship between social influence and the purchase decision.

Thus it can be concluded all the variables were insignificant and only particular variable is significant in explaining the changes in influence consumer to purchase the mobile phone.

Interview

Majority of the respondents claimed that the factor that influence their decision in buying a mobile phone is because of the quality of the phone and the price. This is because majority of them need a mobile phone with a good specification especially the quality of camera and the phone storage. Camera quality is really important for them because some of them really love to take a picture and some of them use it for work and study purpose. Same as the phone storage, this one is also really important as the respondents say that they need a large storage because they need to save their important files, photos and also to download more apps.

Besides, another 10 respondents said that the factors that influence the purchase decision for mobile phones were due to the brand. Most fans of Apple products will definitely own at least two of their products. Like the iPhone and the iPad. This iOS ecosystem is excellent, so that users can answer phone calls and reply to SMS from the iPhone directly on the iPad. Then, don't forget the Apple Homepod speakers. When tethered to an iPhone, users can easily control music from Apple Music as well as many devices connected with voice commands via 'Siri'. This is the factor that led them to choose iOS.

Lastly, the responses also determine that the majority of factors that influence the purchase decision for mobile phones are due to affordable prices. 7 of the respondents stated that affordable prices are the reason why they buy the phones they have now. This factor is due to the brands that they use now meet their needs which is affordable prices and high quality in terms of phone performance, operating system, camera quality and storage space.

DISCUSSION AND CONCLUSION

The Relationship Between Brand and Consumer Purchase Decision

The factors that influence consumer behavior vary depending on the type of brand the consumer chooses. Brand loyalty is very important to the success of any type of brand. Consumers can be loyal to a particular brand according to the dimensions of consumer behavior. Loyal consumers help you gain high market share. In order to retain new customers, it is necessary to invest five times more costs than to retain existing and existing customers. Loyal consumers can gain a competitive advantage over competitors, which is an important success factor. The word loyalty generally refers to association and recognition. If a consumer is brand loyal, they will always choose that brand over other brands and have been buying this product for many years. The same brand that you always buy will come to mind because of the connectedness and satisfaction you expect from that brand. With the increasing pace of globalization, competition is increasing and innovation is required to compete with other brands.

Brands create a sense of status awareness in many consumers, which leads to a feeling of recognition and the use of different branded products is the new fashion trend. Now people want everything from the food they eat to the clothes they wear to the decoration their houses, be much shaped status and conspicuous consumption are also factors that influence consumer behaviour to view your status. Brands that are used to show luxury, power, and wealth are called status tokens. The desire for high status is the factor that forces people to use brands as a status symbol. Consumed to show that the person who wore it is very status conscious, modern and wealthy and these marks can be categorized as status marks.

When branded products are intentionally exhibited or specifically shown to others to make them aware of the power and wealth of the user, we can speak of conspicuous consumption. This means that the display of your wealth through the consumption of different brands just to show the high status is a conspicuous consumption and it is a very important dimension of the consumer behavior to influence your behavior towards brands and also the impact and power of the brand influence and shape.

Brands are mainly used by wealthy women to show their wealth and status to the upper class. Due to the increasing number of brands and fashion, it is a trend in Pakistan that if you are rich you cannot buy unbranded products. It is further argued that status use and conspicuous use are related and that status use is the reason for conspicuous use. Consumers need to have brand awareness. It essentially encompasses brand awareness and information or brand image in the minds of consumers. Knowing about brands helps consumers remember them easily and creates a positive image of the brand in the minds of consumers. The brand image leads to the creation of a brand image in the mind of the consumer that helps with future purchases of the same product.

The brand image is basically the consumer's association and attachment to the brand. When you think about it, branding is how you think about the look and feel of the brand and how it is used. On the other hand, the relationship of consumers with brands has a significant impact on consumer behavior, the relationship with brands is built through the trust and satisfaction that the brand offers to consumers, and the satisfaction and trust lead to brand loyalty. Concept of branding, the bond and association with the brand is necessary as these are the variables that influence current and future prices of consumers. It is said that consumer behavior towards branded products or services by age, gender, and personality

traits, and people become social by their personality traits. Basis for determining consumer behavior. It studies that women are more lively, enthusiastic and interested in the fashion industry and new brand launches than men. Women enjoy showing and displaying their wealth, power and status. In Pakistan, women wear their branded clothing to make others aware of their high status, which is why people behave differently towards different brands depending on their gender.

The Relationship Between Product Features and Consumer Purchase Decision

Product features nowadays, there are many high-tech functions of smartphones on the market, so different people choose different smartphone functions to suit their needs and desires. According to Oulasvirta et al. (2011), smartphones today are equipped with wireless connectivity, an integrated web browser, application installation, full programmability, a file management system, multimedia presentation and capture, high-resolution displays, several gigabytes of storage and location, and motion sensors. Consumers more preferred by, such as camera, color screen, voice-activated dialing, internet surfing, and wireless connectivity (Ling et al., 2006).

Based on a study by a similar researcher, respondents say that most college students prefer to buy a cell phone because of its appearance, size, and menu structure. Product properties can be defined as those properties of a product that can satisfy the consumer (Kotler & Armstrong, 2007). According to Lim et al (2013), hardware is the surface of the device that can be physically touched, such as smartphone body, size, weight, colors. Well design the software now includes computer programs, procedures and documentation.

In addition, the operating platform, storage, or application can also be classified as software. There are different types of operating software such as iOS, Android, Windows,

RIM Blackberry, Symbian, Bada and Maemo. Hardware and software can be classified as product characteristics. In previous research by Russell (2012), consumers in Malaysia mainly prefer Android with 41%, followed by IOS with 18%, RIM Blackberry and Windows registered the same with 6%. Users from other countries such as Singapore, Australia, New Zealand, Thailand and Vietnam they mainly use the Android operating system. As already mentioned by Lim et al. (2013), 31% of users prefer software over hardware, only 17.6%.

The Relationship Between Price and Consumer Purchase Decision

Price is a value for a product or service. A buying decision is a process in which the consumer will identify what is needed, list and generate options and finally, make a purchase decision after considering a number of things that are influenced by other factors. Based on the analysis, price positively influences the consumer decision making in buying mobile phones. According to Heikki and Jari (2005) also created a similar study in Finland. The study is about the consumer choice criteria in mobile phone markets by studying factors that influence intention to buy a new mobile phone on one hand and factors that influence on mobile phone change on the other. The study found that price is a crucial factor in consumers' phone purchase decisions. Phone prices in Finland are very expensive due to the country's regulations as they must pay the phone operator and there are no discounts. The results of their study found that young people or students only buy phones at cheap prices.

Based on Bishal Nagarkoti (2009), Consumers who consider price in phone purchase decisions are influenced by income levels or economic circumstances. Price is a factor that influences the purchase decision of the phone by the consumer. Consumers who are low-income will make price one of their considerations to buy a phone. Meanwhile, people with high incomes do not care about the price of the phone. This also shows that the low-income group has a price limit which causes their choice in choosing a phone is limited. Young people who have jobs are very fond of new technology, but they will compare the phone with a cheaper price when they're buying a new phone, but the phone must meet their tastes or desires. When buying a new phone there are consumers looking for a phone that offers a discount. Most of them are lower and middle-income groups. This also shows that the price has influenced the consumer's purchase decision.

The Relationship Between Social Influence and Consumer Purchase Decision

The definition of social influence is the process of change of an individual in terms of attitudes, beliefs or behaviors changes occur due to the presence or actions of others. According to the analysis, social influence positively influences the consumer decision making in buying mobile phones. Consumer buying decisions are influenced by social factors that consist of family, friends, social roles and status (Kotler and Armstrong, 2010). Family is one of the significant influences in consumer purchasing. The family shapes a person's attitude and behavior. The upbringing and teachings from the parents have an impact on a person in making the decision to buy a phone. An individual is very careful in terms of quality and cheap price in buying a phone because of the teachings of the family. However, children can also influence parents in phone purchase decisions. In this era, children know more about the development of technologies, especially in the telephone. Because of this knowledge children can advise or give recommendations when their parents buy a phone. This shows the influence of the child to the parents in the purchase of the telephone.

In addition, friends are also able to influence the decision to buy a phone. According to Bishal Nagarkoti (2009), consumers trust recommendations from friends to buy a phone.

Some users do not know which phone is best for them to use. Friends play an important role in this with the knowledge he has, he explains the advantages of the phone and why he uses it. The friend will give the user the opportunity to use his phone. When they get a good impression, this will influence the user in the phone purchase decision.

Social status has also influenced consumers in making mobile phone purchase decisions. Social status is a person's place or position in a social group, in relation to other groups in the larger group. For people who are from the upper and middle classes they buy goods or mobile phones to maintain their social status. For example, the upper and middle class buy well -known phones, which have high brands no matter the price like Apple Iphone products, by buying the latest Iphone shows they are in high status where they can afford expensive phones or goods to society. Their buying decisions or behaviors are influenced to maintain their position as a high-income group. Meanwhile, the middle and lower class, decide to buy a phone only based on a reasonable price or cheap. They buy goods for survival not for luxury and show high status with expensive goods.

CONCLUSION

Several managerial implications and suggestions of the researcher are presented based on the study's findings of factors influencing mobile phone purchasing behaviour among teenagers, which may be useful for companies' future efforts to increase smartphone sales. With so many options in the smartphone market in the near future, suppliers should use them to meet the variables that influence customers' purchase decisions.

The majority of smartphone users, according to the study, place a high value on product features. Smartphone manufacturers should conduct market research to determine what features customers want, such as higher camera resolution, a faster and more responsive operating system, a smarter and lighter design, and any other innovative software and hardware improvements. Smartphone manufacturers may be able to boost sales and profits by incorporating more features into their products and providing what customers want. Businesses must constantly improve their quality through increased technology to ensure that their products do not lag behind competitors. Furthermore, the company must constantly innovate and grow. For example, Apple brand marketers can maintain the quality of their products and create many new products in the future. It also has the potential to boost consumer loyalty to the Apple brand. Furthermore, Apple may reduce the price of the iPhone in the future to make it more accessible. Marketers, for example, may lower prices to entice students to buy a MacBook or iPad for their studies.

The second factor to consider, according to the report, is convenience. Smartphone users purchase devices for the sake of convenience. Users can complete tasks more quickly with a smartphone, and they don't need to bring a laptop because a smartphone can perform all of the functions of a laptop. Smartphone manufacturers can concentrate on making smartphone usage more convenient for customers by offering longer battery life and slightly larger screen size, allowing people to carry their phones with them wherever they go.

The third factor to consider when purchasing a smartphone is the brand. The smartphone manufacturer must have a strong brand reputation, which can be built by innovating and being a market pioneer, or by providing a unique selling proposition. Other factors, such as excellent customer service, social responsibility, and so on, maybe important to consider in addition to the smartphone device itself. Users place more trust in a brand that is well-known and strong all over the world. Following dependency, the findings show that reliance influences

purchase decisions and that certain users may become overly reliant on their smartphones to the point of anxiety when they are unavailable.

It is, however, not the most important factor to consider when making a purchase. A smartphone manufacturer can create something new that customers will trust to improve. Alarms, maps, paperwork, and contact lists are just a few of the modern features that keep customers glued to their smartphones. Students and the working class, for example, rely heavily on paperwork, whereas drivers rely heavily on maps while driving. Mobile phones company should be able to improve the quality of their product features and innovation, particularly in hardware and software, as well as aim to increase brand recognition by providing distinct characteristics that distinguish one brand from another.

Users' purchasing decisions are influenced by social influence, which includes friends, family, and people in their immediate vicinity. It also has a weaker influence on purchasing decisions when compared to the other variables examined in this study. Smartphone manufacturers should strengthen their social connections with their target market, which will lead to positive word-of-mouth. Smartphone manufacturers must be able to improve overall quality, which includes product quality, packaging, and marketing, to improve perceived quality. Understanding consumer perspectives can help with product development. Consumer attitudes must be examined regularly to build things that satisfy the user's desires.

Despite research indicating that social influence has a minor impact on purchase decisions, it can have a significant impact on a buyer's decision. Better customer service and after-sales service should be provided to avoid client dissatisfaction and negative word of mouth. Finally, because price has the least influence on smartphone purchasers' decisions,

the company's pricing strategy should not be a top priority. The cost of a smartphone will be less important to users, and it will be the last consideration. It implies that if a smartphone manufacturer can deliver a smartphone with exceptional product features at a higher price, consumers will still buy it. Smartphone providers should not place a high value on pricing techniques such as psychological pricing because their impact is minor.

Lastly, the suggestion for marketing action is, we hope that when we choose a smartphone, the marketing staff can provide details about the phone we choose by telling the pros and cons of the mobile phone. This can help the buyer to know the inside of the phone in more detail. Also, marketers can introduce the performance of mobile phones in detail such as fast or slow charging or slow phone. Even though we do not know much about cell phones, we still have to know. We think the marketers need to work hard to attract customers, for me, marketers have to explain their product (smartphone) very clearly to make sure people easily understand.

In conclusion, take action to ensure that they can promote in other ways to make someone able to recognize the smartphone brands. For example, promoting through social media such as Facebook, Instagram, Youtube and various types of media platforms. Moreover, when buyers buy a phone brand that marketers sell, they need to give a gift and a reasonable price with the technology used to produce mobile phones.

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