

Factors Affecting Smartphones Buying Decisions Among Youths in Kathmandu

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Abstract

Smartphones has become inseparable part of our life. Nowadays, people are always in search of latest smartphones and trend of changing smartphones is high. The objective of this paper is to examine factor affecting buying decision of smartphones among youths in Kathmandu. After researching several literatures, the study has chosen three variables i.e., brand, social influence, price and buying decision of smartphones. Questionnaire method with 5- point Likert scale was setup to carry out quantitative study among youths. The survey includes demographic and question-based factor on each variable. The main purpose of the study was to evaluate the difference, explore the relationship, and examine the impact among independent variables and dependent variable. Data collection is made with the help of structured questionnaires. The research design adopted in the study consists of descriptive, correlational, and multiple regression analysis. Various tools used for data analysis were mean, median, mode, standard deviation, variance, reliability test, independent sample t-test, correlation, regression etc. The data is found to be reliable as the Cronbach's Alphas is 0.815. Based on the result of ranking question and Likert scale question Brand was considered as the first important factor, Price as second important factor and social influence as the least important factor influencing the buying decision of smartphones among youths. The correlation analysis showed that all the independent variables: price, brand, and product features have positive and significant relationship with the dependent variable: buying decision. As per the result of regression analysis, the impact of all independent variables was also found to be positive on dependent variable. On the basis of result obtained from the independent sample t-test significant difference was found in price but there was no difference in brand, product features, and buying decision across among youths in Kathmandu.

Keywords: Smartphones, social influence, t-test, data analysis.

1 INTRODUCTION

Latest communication and information technologies carry on to gain access over the world as lots of people are getting connected. Smartphones has become an inseparable communication device among youths where marketers have figured out techno-centric young customers as most capable segment for smartphones in market (Alshurideh, Bataineh, Alkurdi, & Alasm, 2015). Hence, these segments can be major driving forces on staging success for mobile phones and increment in sales. 94% of smartphones users are youths. According to Statista, the smartphone users over the world is 3.5 billion that converts 44.85% of world's population possessing smartphone (Bankmycell, 2020). Hence, the total number of people owning feature and mobile phones is 4.78 billion covering 61.51% of world's population (Bankmycell, 2020). The number of people consuming smartphone and mobile phones in worldwide are shown in data as well as in bar diagram (Bankmycell, 2020).

1.1 Ethical issues, challenges

Taking consider to ethical issues, company ethical policy concerning information has been respected. Contributors was informed along with all the details regarding survey. privacy right of people has been considered as participants had full right in rejecting answer to any question, they think is inappropriate. Participants can choose whether they like to be part of survey or not and confidentially protected their information.

1.2 Problem Statement

Technology like smartphones is changing young adults and youths life but the survey that has been

carried out is still not enough (Mohd , Abdullah , & Zainal, 2012). There lacks understanding on consumers preferences and behavior towards usage of smartphone especially for youths. 57% of university scholars consume advanced mobile phones, 60% are hooked to smartphones, 75% nap right next to their mobile, 97% consume smartphones for social media, 40% utilized smartphones to learn before test and 88% texted in class (Rahim A. , Safin, Kheng, Abas, & Meriam, 2016). Latest model of smartphones is tossed in order to obtain competitive advantage in marketplace. Smartphone development has greatly influence young generation users on the basis of motives and choice (Rahim A. , Safin, Kheng, Abas, & Ali, Factors Influencing Purchasing Intention of Smartphone among University Students, 2016).

Though, research studies on buying decision of smartphones are limited in context of Nepal. The problem statement of study is:

- Latest smartphones have been tossed time to time as this led dissatisfaction to existing users (Rani and Kautish, 2018)
- As per Pew Research Center, the average age to use smartphones is from 13. But today, even 3 to 4 years are interested towards using smartphones.
- Understanding every behavior, emotions of consumers on buying smartphones seems to be somehow difficult.
- Previous studies are on the basis of smartphone usage, mobile specification and the statistics of smartphones are hardly available.

1.3 Research Questions

- What is the association between price and smartphone buying decision among youths?
- Is there any significant link between brand and smartphone buying decisions in youths?
- Is there any significant connection between social influences on smartphone buying decision in youths?

1.4 Objectives

The most important research objective of the learning is to regulate the factors or determinants affecting smartphone-buying decision among youths in Kathmandu. The precise objectives of the research are mentioned below:

- To determine significance of relationship between price and smartphone buying decisions in youths.
- To assess the degree of relationship between brand and smartphone buying decision in youths.
- To explore significance relationship between social influence and smartphones buying decisions among youths.

1.5 Scope and significance of research

The paper is limited to youths of Kathmandu only due to time and cost constraints as it is difficult to maintain large number of populations of whole country. The study attempted to examine factors affecting buying decision of smart phones among youths and to investigate the moderating effect of some variables on the buying decision of smartphones. The study will also help us to get a deeper understanding of preferences of youths based on various factors help manufacturers and marketers to design effective marketing plans focusing on the value of consumers including youths That's why this research provides critical analysis on this topic so that the findings from the study will be useful as a reference for similar research in future. The major significances of study are:

- It will determine the knowledge of factors influencing buying decision which is needed for a business to strategize on how to gain competitive advantage in the market.
- It will also enable to find out factors that affect youths' buying decision of smartphones in Nepal.

1.6 Limitations of the study

The followings are the major limitations of the study:

- Due to cost and time constraints, study was limited to youths of Kathmandu only. Hence, the research cannot be generalized findings for the whole youths in Nepal.
- Price, brand and product features are the only three explanatory variables that have been considered in the whole paper. Other factors have been ignored.
- On questionnaire method of data collection, study is primarily based. Therefore, boundaries of these approaches also continue in the paper.
- The rationality of the paper relies on the accuracy of the information replied by the repliers to be enclosed under the study.

2 LITERATURE REVIEW

These studies link the effect of brand, social influence and price identifies the various factors that are the root causes of youths' preference towards smartphones. This study has reviewed some of the literatures and theories on the subject matter with the view to address the situation of buying behavior towards smartphones.

(Ayodele & Ifeanyichukwa, 2016) investigated the relationship between product feature, price, brand name, social influences, Aesthetic value and smartphones buying actions among youths in Nigeria. Aesthetic values, brand name, product feature, social influence and price and will influence its procuring actions among students. Young adults are considered as population of this study. Research design adopted in the study is survey research that includes asking questions to respondents and recording the responses. . Quota sampling technique has been employed. 7-point scale has been used. Cronbach's alpha coefficient has been using for internal consistency. Regression analysis method has been applied in research paper.

(Wong, 2019) investigated about buying intention on smartphones of post 90s in Hong Kong. The researcher mentioned that Hong Kong people are always in search of latest smartphones model, tendency of altering smartphones is very tough. This study chooses 3 variables to examine association between brand name, social stimulus, price and purchase intention. Brand name and social influence are seen to have significant relationship with purchasing intention whereas price is not a substantial factor affecting purchase intention. To carry out quantitative study, online questionnaire from WhatsApp, Facebook and e-mail has been adopted where 161 responses has been collected. Convenience sampling was adopted in the study. 5-point Likert scale has been used to boost efficiency in finishing questionnaire by respondents. For appropriateness of data, reliability and validity test has been performed. Descriptive analysis has been used to examine collected data. Cronbach's alpha analysis technique was used. ANOVA test was performed and model found to be significant as significant value of model is 0.000 which is lower than 0.05.

(Shabrin, Khandaker, & Kashem, 2017) studied on determinants influencing smartphone buying decision of generation-Y. Brand, comfort, reliance, cost, product attributes, social impact and social needs are independent variables where education level and sex are moderating variables, The paper shows significant relationship Brand, comfort, reliance, cost, product attributes, social impact and social and smartphones buying decision of generation-Y in Kuching. Physical distribution and online survey are the two techniques to distribute questionnaires where 152 respondents responded. To calculate reliability of data, Cronbach's alpha analysis technique was used. 5-point Likert scale was used to collect data. Stepwise multiple regression was taken to compute value of variables. The study shows linear relationship between the variables where regression model fit for data. ANOVA test was used to present standardized and unstandardized coefficients of every independent **variable** with T statistics with parallel to p-values.

(Shrestha, 2016) conducted a research on influencing factors on consumer buying behavior of smartphones in Kathmandu, Nepal. Black box theory, five stage model, perceptual process, Crack berry Kevins hierarchy of smartphones has been used to explain the variables. Price, brand, social status, and social influence are independent variables in the study. 78.55 % of respondents consider brand, 42.28% consider price, and 39.85% consider social status as influencing factor. Primary data was gathered through interview and questionnaire whereas secondary data was taken from journals, books, newspapers etc. was taken. The research adopted deductive reasoning and logical reasoning.

Quantitative and qualitative research approach were used. Research was based on young consumers buying smartphones. 5-point Likert scale questionnaire has been adopted in research.

(Rahim, Safin, Kheng, Abas, & Ali, 2016) researched on the factors persuading procuring intention of smartphone among university students. Product features, brand name and product sacrifice are independent factors. The research paper concluded positive relationship between price, brand, phone feature, product sacrifice and smartphone buying decision. 367 questionnaires set were circulated to diploma students who study in University Technology MARA. Primary and secondary data were used for data collection. Cronbach's alpha reliability test has been used to test internal reliability of variables. Pearson correlation analysis has been done to identify the relationship between variables. Descriptive research design has been used. 123 respondents participated in survey where 20 selected respondents were asked to interview for collecting qualitative data.

3 RESEARCH DESIGN AND METHODOLOGY

3.1 Research Philosophy

A research philosophy cast-off in study is Positivism where information is collected for the paper generated from sensory experience and perspective knowledge of new generation smartphones user that is explained through logics and reason forms the exclusive basis of all authoritative information. Deductive approach has been applied as research objective has been developed from previous theory or knowledge.

3.2 Data Analysis Method

Both descriptive and inferential statistics has been adopted. Mean, median, mode, standard deviation, frequency percentage, bar chart, correlation, regression, reliability test, independent sample-T test was used to review sample population features which is gained from questionnaire. Inferential statistics was adopted for correlation and simple, multiple regression. The data analysis and entry were performed by using Statistical Package for Social Science (SPSS).

3.3 Research Approach

Descriptive, correlational, and causal research design is taken understand several issues raised in this study. Descriptive research contains investigations and information-gathering enquires of various types. The main persistence of descriptive research is to explain the state of affairs that is happening at present. The descriptive research design is carefully chosen to understand the profile of the repliers, to collect data and to define the aspect that influence the buying decision. The correlational research design is chosen for the research to inspect the relationship between the independent variables and dependent variable. It assumes that if there is a change in one variable, then the relationship between two variables will also change.

The causal research explores the probable causes influencing a specific situation by perceiving prevailing consequences and finding for the probable factors generating the results. It is also named as "after the fact" or *ex post facto* research (i.e., data are collected after all the events of interest occurred). It is due to both the alleged and effect cause have previously occurred. In other words, causal research is that investigation in which the independents factors have already happened and in which investigator commences through perception of the dependent factors. Then, examine the independent variables in assessment for their probable relations to, and influence on the dependent factor or determinants. This research design is selected for the study to examine and obtain the evidence of cause-and-effect relationship between the dependent variable and the independent variables.

3.4 Data collection method and tools for data collection

In order to collect primary data, a survey questionnaire has been adopted. The questionnaire will be divided into two main categories i.e., classification and research questions. The classification questions were used to collect the personal information such as age, gender, source of income, occupational status, current smartphones brand etc. The research questions were used to collect the information based on the research topic. The questionnaire contained questions of various forms such as Likert scale, multiple choice questions, single choice question etc. The method we have

planned is consistent and effective since we anticipated the queries which were carefully related and applicable to our topic. The questionnaire was administered to the youths of different age groups ranging from 15 to 29. The questionnaire was settled through findings from the literature review. For its reliability and validity, pre-test survey questionnaire is necessary (Cooper & Schindler, 2006).

3.5 Population and Sample of the Study

The population is the assortment of entire units that analysts are fascinated in knowing around them. Population definition varies from nature and subject matter of the study. In this study, all the youths of Kathmandu are the population of the study because this study is centered on the youths who utilize smartphones. For the study, consideration of all the populace was not conceivable. So, we took test young people of Kathmandu for our convenience. To simplify from the sample to the populace, the sample must be representative of the population. The most secure way to guarantee that was to use random selection method. Since the sample audience for the study was list able, i.e., the entire population can be listed and removes the biasness of sample itself, probability sampling (simple random sampling) had been used in the selection of sample for the study. The method of convenience and judgmental sampling had been employed in arriving at the 159 samples for the primary data.

3.6 Data Analysis Method

Both descriptive and inferential statistics has been adopted. Mean, median, mode, standard deviation, frequency percentage, bar chart, correlation, regression, reliability test, independent sample-T test was used to review sample population features which is gained from questionnaire. Inferential statistics was adopted for correlation and simple, multiple regression. The data analysis and entry were performed by using Statistical Package for Social Science (SPSS).

4 DATA ANALYSIS AND FINDINGS OF RESEARCH

4.1 Reliability test analysis (Cronbach's Alpha Reliability Test)

Reliability is an ability to produce consistent measurement or result each time when we administer an instrument under same or similar condition to same population (not necessarily the same sample) and obtain similar results, then we can say the instrument is reliable. The more similar the result the better the reliability.

Table 1: Reliability test

Case Processing Summary			
		N	%
Cases	Valid	159	100.0
	Excluded ^a	0	0.0
	Total	159	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.815	.820	4

The number that we are interested in is Cronbach's Alpha value which is 0.815. The Cronbach's alpha that is closer to 1, value seems to be more reliable. More precisely, more likely all these items are measuring, the more likely all items are measuring in same construct. If it is above 0.7 which is considered to be adequate. Hence, the data is more reliable and accurate as it is above 0.7.

Findings of the Study

The simple purpose of the study is to inspect the impact and relationship between the independent factors: price, brand and social influence and dependent factors buying decision, and to estimate the variance in the independent and dependent factors across male and female of

youths in Kathmandu. The descriptive, reliability test, independent sample t-test, correlational, causal comparative and regression research design has been taken. Primary data is used for the analysis. Data was examined by the help of median, mean, mode, variance, standard deviation, correlation, regression, and independent sample t-test. Correlation analysis and regression analysis are showed to detect the point of association and track of association between independent factors and dependent factors. Correlation analysis is conducted between independent variables: price, brand, and product features and dependent variable: buying decision. Based on the data, the major findings of the study are summarized as follows:

1. Price has no substantial difference across male and female youths of the Kathmandu, as the p-value is 0.075, which is higher than 0.05. Hence, price remains same for both male and female youths
2. Brand has significant difference across male and female youths, as the p-value is 0.043, i.e. lower than 0.05. Because brand of the product determines the feasibility for both male and female youths regarding to make the purchase. As females can be price sensitive, there is difference across male and female youths.
3. Social influence has insignificant difference across male and female youths of Kathmandu, as the p-value is 0.49, which is greater than 0.05. Because male and female youths compare and differentiate social influence of smartphones to verify their distinctiveness before making any purchase.
4. There is insignificant difference of buying decision across male and female youths of Kathmandu, as the p-value is 0.196, which is greater than 0.05. Because both male and female youths receive utility from the purchase.
5. Positive and statistically significant relationship is observed between price and buying decision with the correlational coefficient 0.402. The relationship is significant at 95% confidence level, which means price positively influences buying decision. It can be so, because price of the product determines the feasibility of the budget of the youths regarding to make the purchase as they can be price sensitive.
6. The positive and statistically significant relationship is observed between brand and buying decision with the correlational coefficient 0.527. The relationship is significant at 95% confidence level, which means brand positively influences buying decision. It can be so, because brand provides recognition and identity or differentiation feature of the product, so the youths are encouraged to make the purchase. More renowned the brand, more the purchase.
7. Positive and statistically significant relationship is observed between social influences and buying decision with the correlational coefficient 0.584 The relationship is significant at 95% confidence level, which means social influence positively influences buying decision. It can be so, because social influences determine the overall functioning and performance of the smartphones as well as their uniqueness, so the youths are encouraged to make the purchase as per media marketing, review, advertisement etc.
8. Impact of price is found to be positive on buying decision with the coefficient value of 0.145, but the impact is found to be insignificant. It is because youths are price sensitive and choose to purchase the products which are price effective.
9. Brand also has positive but insignificant impact on buying decision with the coefficient value of 0.149. Because majority of the youths prefer to buy the smartphones of well-known brands.
10. Positive impact of social influences on buying decision is observed with the coefficient value 0.273 and is insignificant. Because youths look after the Facebook, YouTube, google before making any purchase.

5 Discussion

5.1 Summary

Price has positive and statistically significant relationship with buying decision but has positive yet insignificant impact on buying decision in the context of Kathmandu. The result is consistent with

Sata (2013). Trivedi and Raval (2016) concluded that price is the foremost important influencing factor affecting the choice to purchase smartphone especially in price sensitive countries. The findings of Khan and Rohi (2013) concluded that price of the mobile phone has been identified as a key factor in the choice of mobile phones, especially among the young consumers. Many of the consumers use Price as an indication of the brands' quality, which is a vital factor in the purchase decision.

The positive relationship is found between brand and buying decision in the context of youths of Kathmandu. The study is consistent with the findings of Woollenberg and Thuong (2014) showed that brand had influence on the consumers' behavior in smartphones buying among youths of Ho Chi Minh City, Vietnam's Largest city. Mramba (2015) showed that smartphone users do recall the brand names in pre-purchase and in purchase decision. The findings of Guleria (2015) have concluded brand as the most favored attribute while selecting a smartphone in respect of quality, price, technology, and durability.

Social influence is found to have significant influence on buying decision in the context of youths of Kathmandu and it is concluded that it is the first important factor influencing buying decision for the all the youths. The result is consistent with the findings of Karjaluto, Koivumäki, Ristola, and Salo (2005), Suleman and Nazar (2015), and Park, Wiriady, Surya, and Putri (2014) proved that product features have significant influence in individual buying behavior. Rahim, Safin, Kheng, Abas, and Meriam (2016) revealed that product features is the most influencing factor of the smartphone buying behavior. The findings showed that all the variables are somewhat affecting the decision-making behavior of youths or students and product features category of variable is most influencing.

5.2 Infer the findings

The statistical data analysis has shown that price positively influences buying decision. It can be so, because price of the product determines the feasibility of the budget of the youths regarding to make the purchase as they can be price sensitive. It is because youths are price sensitive and choose to purchase the products which are price effective.

Brand also has positive but insignificant impact on buying decision as majority of youths prefer to buy smartphones of well-known brands.

social influence positively influences buying decision. It can be so, because social influences determine the overall functioning and performance of the smartphones as well as their uniqueness, so the youths are encouraged to make the purchase as per media marketing, review, advertisement etc.

5.3 Research questions and findings of the survey

RQ1. What is the relationship between price and smartphone buying decision among youths?

Positive and statistically significant relationship is observed between price and buying decision with the correlational coefficient 0.402. The relationship is significant at 95% confidence level, which means price positively influences buying decision. It can be so, because price of the product determines the feasibility of the budget of the youths regarding to make the purchase as they can be price sensitive.

RQ2. Is there any significant relationship between brand and smartphone buying decisions in youths?

The positive and statistically significant relationship is observed between brand and buying decision with the correlational coefficient 0.527. The relationship is significant at 95% confidence level, which means brand positively influences buying decision. It can be so, because brand provides recognition and identity or differentiation feature of the product, so the youths are encouraged to make the purchase. More renowned the brand, more the purchase.

RQ3. Is there any significant relationship between social influences on smartphone buying decision in youths?

Positive and statistically significant relationship is observed between social influences and buying decision with the correlational coefficient 0.584 The relationship is significant at 95% confidence level, which means social influence positively influences buying decision. It can be so, because social

influences determine the overall functioning and performance of the smartphones as well as their uniqueness, so the youths are encouraged to make the purchase as per media marketing, review, advertisement etc.

6 Conclusion and Recommendation

6.1 Conclusion

With the aim to inspect the association, and effect between the independent variables: price, brand, and social influences and dependent variable: buying decision, and male and female youths of Kathmandu, the descriptive, independent sample t-test, reliability test, correlational, and causal comparative research design has been taken and the primary data is used for the examination. The data has been collected through the structured questionnaire that was personally administered to the respondents and the data are collected from the youths. The study was conducted on the 225 youths of Kathmandu out of which 159 youths established the sample size. Data was examined by the help of median, mean, mode, variance, standard deviation, correlation, regression, and independent sample t-test. Regression analysis and correlational analysis are used to detect the association and path of association between independent variables and dependent variable. Correlation analysis is conducted between independent variables:

price, brand, and product features, and dependent variable: buying decision.

Based on the data analysis, by estimating buying decision and then examining the determinants of buying decision on a comprehensive set of characteristics our findings show the relationship between buying decision and its determinants. And we have concluded that price, brand, and social influence have positive relationship with buying decision. Likewise, the findings of the Likert scale also provide the same result buying decision whereas brand is perceived as the second most important influential factor.

6.2 Action Implication

The youths need to analyze the buying influencing factors carefully using the reasonable market knowledge before making a buying decision. The youths should also be able to interpret the market prices and trends since they influence the sales of smartphones in the market. They should evaluate all the variables in the environment instead of considering only one variable. Youths do also need to review the smartphones of different companies or brands by surfing the Internet and viewing their reviews and comments to make effective purchase and save oneself from regretting later. Likewise, manufacturer also should use the most influencing factors that influence the decision of their buyer as it will affect their future strategies and plans too as well as to gain competitive advantages.

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