

## **Smartphone Buying Behavior of Consumer**

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### **Abstract**

The basic purpose of this study is to investigate the consumer buying behavior. In this study smart phone used as innovation. In the technological advancement smart phone is best communication tool and playing significant role in the society. In this study researcher identified some factor that influence the consumer buying behavior and consumer always buy new product through focusing all these factors. Data were collected from 250 respondents through self-administered questionnaires and ANOVA was used to breakdown whether there is a critical contrast between the two gatherings in populace measurement variables, including sex, age, discretionary and occupation.

**Keywords:** Smartphone, Innovation, Buying Behavior

## **1. Introduction**

As indicated by the International Data Corporation overall Mobile Phone Tracker, in the final quarter of 2011, the worldwide cellular telephone market grew 6.1% while the gimmick telephone market shrank much speedier than anticipated, coming to the nadir of business sector development in more than two years.

Again, as gimmick telephones are battling to keep up their piece of the pie and still cover most of the cellular telephone shipments, cell phones keep on growing in fame. Cell phones kept up the development as the new iPhone 4s was generally welcomed in Australia, Hong Kong, Korea, and Taiwan. Then, the opposition in the Android business sector proceeds as mid-extent merchants, for example, Lenovo and Huawei delivered numbers in the China market and as Samsung, HTC, and LG command whatever remains of Android business sector. On account of the offers of HTC and Nokia. Windows Phone got some energy in the Asia market. In Japan, after a year ago's common calamities, Smart phones, for example, iPhone, keep on making incremental increases in the cell telephone market.

The overall cellular telephone business sector proceeds with its development energy by 11.1% in 2011, which is down from the 18.7% year-over-year development experienced in 2011. Some piece of the abating development can be credited to the diminishing interest for gimmick telephones while IDC foresees that cell phones will keep on catching a more prominent offer of the general business sector with twofold digit development later on. Noteworthy, Apple moved to the third spot all around from the fifth spot last quarter. Its new cell phone, iPhone 4s which is presently accessible in more than 90 nations, was one the significant reason that made Apple surpasses over LG and ZTE in the final quarter of 2011.

As quantities of producers have entered the cell phone advertise, the opposition in the cell phone business sector gets to be more savage. Nokia, a cell phone production, used to overwhelming the telephone market, be that as it may, as of late, it has all the

earmarks of being losing ground in the cell phone market. Then again, the offer of Apple's iPhone is developing in a mind blowing pace. Why is it happening?

Did individuals' inclination on cell phone change? Individuals now are living in the exceptionally created and innovatively propelled society and have a lot of decisions and choices to choose. For cell phone producers, uncovering purchasers inclination and anticipating customer conduct is the way to overcome the cell phone market.

## **2. Literature Review**

Hawkins, Best and Coney (2004) considered that shopper conduct is the investigation of why, at the point when, where, and how people, gatherings, or associations and the techniques they use to choose, secure, utilize, and discard items, administrations, encounters, or thoughts to fulfill needs and the effect that these methods have on the buyer and society. This definition is fairly more extensive than the conventional perspective, which demonstrates that customer conduct concentrates on just the condition previously, then after the fact the purchasing conduct. The wide sense would be useful for study components that influence purchaser conduct, including components from humanism, brain research, and financial matters. The Engel, Kollat and Blackwell model demonstrates purchasers' purchasing choice methodology, which is in light of the field of purchaser brain research speculations, for example, those grew by Howard (1963) also, Nicosia (1966). It demonstrates that customers go through five stages: issue distinguishment, data seek, assessment of options, buy choice, and post-buy conduct. The purchasing choice methodology begins before the genuine buy time point. Nonetheless, shoppers don't go through each of the five stages when purchasing products. A percentage of the stages would be skipped. For case, when purchasing every day necessities, purchasers would skip data inquiry and assessment, going specifically from the issue distinguishment to the buy choice. The Hawkins, Best and Coney model is in light of the Engel, Kollat and Blackwell model also, further widens it to

outside and inner impacts. Hawkins, Best and Coney (1998) respected the buyer need is affected by both outside components, for example, society, subculture, demographics, societal position, reference gatherings, family, and promoting exercises and angles, for example, observation, learning, memory, thought processes, identity, feeling, and state of mind that serve as interior components. Together, they structure shopper thought toward oneself and way of life, prompting needs and cravings that drive the five-stage choice procedure, to be specific issue/ needs distinguishment, hunt down choices, assessment of options, decision/ buy made, and post-buy assessment. Despite the fact that the fivestageschoice procedure, which is like the Engel, Kollat and Blackwell model, perspectives elements for example, feelings as an impact, regardless it takes the suspicion that purchaser make acquiring choice in a sound way, evaluating choices before settling on a choice. Yet, past experience and observation, learning, memory, intentions, identity, feeling, and demeanor may influence the procurement. Experience and obtaining may impact the inner and outer variables, which would fortify or change purchaser thought toward oneself and way of life.

## **Characteristics of Product**

### **Branding**

Keller (1993) recommended that marking could be partitioned into two sections brand mindfulness and brand picture. Brand mindfulness alludes to the capacity of clients to consider a brand under diverse conditions. Then again, brand picture alludes to discernments around a brand as reflected by the brand affiliations held in shoppers' memory. Moreover, buyers frequently attempt to bring down their danger in the buy transform by picking the item mark that they are acquainted with on the grounds that a well known

brand gives individuals the impression of being sheltered. Alba and Hutchinson (1987) suggested that marking is the experience and the recurrence of publicizing that shoppers saw however promotion, broad communications, or other sort of sources counting business sources, open sources, and individual sources.

### **Price.**

Scitovsky (1945) showed that the cost of an item is identified with item costs, which is the reason that individuals consider cost as a flag that can speak to the nature of an item. At the point when the cost of the item is higher, at one point, the nature of the item is additionally better, which draws in individuals and impact individuals' purchasing choice. Then again, value and need are negative relationship. At the point when the utility of items is comparable, buyers will pick the arrangement with the lower cost to boost the utility. Cost is considered as a crucial part of buyer conduct.

### **Appearance**

The presence of an item can impact customers' conduct effectively in light of the fact that, generally, items with engaging look have the capacity to get customer's attention and stand out enough to be noticed. Particularly in the impeccably aggressive business sector, under the condition that the contrasts between items are not gigantically distinctive, the presence of an item is fulfilling purchasers require outwardly, as well as a basic figure terms of showcasing techniques. The best case is the situation of Macintosh. Apple made its items look engaging a buyer with the snow-white modern configuration, which shape the presence of Apple items for a considerable length of time.

### **Methodology**

The number of inhabitants in enthusiasm for the exploration is the advanced mobile phone clients. The survey was appropriated by means of two channels. The main channel is the Internet. To appropriate the poll greatly and to gather them productively, the survey was dispersed on a PDA discussion on the Internet and was filled in by

individuals who were qualified. The second channel is through companions who met the prerequisites. The substance of the survey of two channels have no distinction. A sum of 200 polls were appropriated, and 179 of them were gathered, embodying the return rate of 89.5%. Barring invalid polls, 154 powerful surveys were gathered, including the viable return rate of 86.03%. Component investigation is at times called an information decrease method. This system is every now and again used to concentrate a couple of hidden segments from a vast introductory arrangement of watched variables and permit us to explore whether there is a fundamental structure. In this study, this technique can remove critical variables from item variables and decrease variables. After element examination, unwavering quality investigation is an approach to test the dependability of polls. To attain to that, Cronbach's Alpha is the best approach to quantify the inside consistency. A scale ought to have a base Cronbach's Alpha estimation of 0.7. In this study, the Cronbach's Alpha quality is 0.81, demonstrating that the general dependability of the scale is genuinely great.

### **Data Analysis**

Discriminant investigation is utilized to anticipate and clarify individuals' buy choice on cell phone from foresee variable, specifically Price, Brand picture and mindfulness about item. furthermore, cost of extra buy figures that are gotten from element examination. After over and over testing, we found that the capacity is factually critical just on account of Samsung. ANOVA was utilized to break down whether there is a critical contrast between the two gatherings in populace measurement variables, including sex, age, discretionary cashflow, and occupation. In this study, there is a critical contrast with the Sig. esteem 0.03(<0.05) in sexual orientation between the Price gathering and brand and external appearance bunch. Then again, there is no noteworthy distinction in age, discretionary cashflow, and work between the two gatherings.

## **Conclusion**

The significant motivation behind this study is to investigate cell phone customer conduct by discovering the determinants of cell phone buy. The outcome demonstrates that marking, item appearance, and cost have the impact on individuals' purchasing choice procedure, which echoes to the writing that whether the item can fulfill individuals' requirements, marking, appearance, and cost can influence purchaser conduct. As per shopper conduct models, whether the item has the capacity fulfill individuals needs is one of the contentions that impact individuals' purchasing choice. As what writing suggests that brand name has the impact on certain level to the insight of item cost, in this study, brand picture of a cell phone merchant influences individuals' buy choice.

On the other hand, the impact is somewhat little when contrasting and other component; appearance impacts buyers' conduct effectively. Here, appearance is the determinant that impacts purchasing choice the most as indicated by discriminant examination, and is characterized as the material, the touch, and the shading determination of a cell phone; cost has been brought up that it can be dealt with as the sign that speaks to item quality, however, in the interim, it additionally has negative connection with necessities. On account of cell phone, the outcome recommends that the impact of speaking to item quality is generally powerless, and that individuals consider that value serves as a converse marker as far as purchasing choice. Cost is to be specific the cost of a cell phone and the cost of extra buy in the study.

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