

CONSUMER PURCHASE DECISION TOWARDS SMART PHONES IN JHAPA

A Dissertation submitted to the Office of the Dean, Faculty of Management in
partial fulfillment of requirement for the Master's Degree

by

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Year 2023

Submission Date: December 2023

CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have reached and submitted the final draft of dissertation entitled "Consumer Purchase Decision towards Smart phones in Jhapa". The work of this dissertation has not been submitted previously for the purpose of conferral of any degree nor it has been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all the information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

Ms. Ashma Chapagain has defended research proposal entitled "Consumer Purchase Decision towards Smart phones in Jhapa" successfully. The Research Committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidance of supervisor, Asso. Prof. Kapil Khanal, PhD and submit the thesis for evaluation and viva voce examination.

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APPROVAL SHEET

We have examined the dissertation entitled "Consumer Purchase Decision towards Smart phones in Jhapa" presented by Ashma Chapagain for the degree of Masters of Business Studies. We hereby certify that the dissertation is acceptable for the award of degree.

Kapil Khanal, PhD
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ACKNOWLEDGEMENTS

The study entitled "Consumer Purchase Decision towards Smart phones in Jhapa" has been conducted to satisfy the partial requirements for the Masters of Business Studies, Tribhuvan University.

First of all, I would like to extend my immense gratitude to my supervisor, Associate Professor Kapil Khanal, PhD for his valuable supervision and guidance in completing this study. I am highly satisfied and very thankful for his continuous support and constructive suggestions that have enabled this research project to achieve its present form.

Furthermore, I would like to thank Shanker Dev Campus for providing me with all the necessary resources for research work and computing support without which knowledge and assistance of this study wouldn't have been successful.

At last, I would like to thank my parents, family relatives, friends and all those who helped me during the research work. However, I accept the sole responsibility for any errors and discrepancies that might have occurred in this report.

Ashma Chapagain

April,2023

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ABBREVIATIONS

ANOVA	:	Analysis of Variance
GPS	:	Global Positioning System
GRP	:	Graduate Research Project
GSM	:	Global System for Mobile
iOS	:	iPhone Operating System
IT	:	Information Technology
OS	:	Operating System
PC	:	Personal Computer
SD	:	Standard Deviation
SPSS	:	Statistical Packages for Social Sciences
WP	:	Windows Phone

ABSTRACT

The main purpose of this study is to understand and evaluate the factors that affect the consumer purchase decision of a smart phone in Jhapa. This research would assist us in answering the questions like what are the factors that influence the buying behavior of the consumer on smart phone. While doing the research the data was gathered by primary information through the comprehensive and organized questionnaire. Questionnaires were distributed to users of smart phone within Mechinagar municipality of Jhapa District through the help of Google docs. SPSS and Excel sheet were used for finding out result of data analysis and interpretation. To derive the findings based upon the primary objective, the study uses descriptive statistics to analyze the views of the respondents of different respondents. The total of 403 respondents was taken to obtain the information and convenience sampling method was used. Statistical tool like frequency analysis, mean, median, correlation, regression, t- test and f-test were used to analyze and test the obtained data. The respondents are both male and female respondents. The results have been interpreted and analyzed on the basis of the data. The study shows that majority of the people purchased Android based smart phone followed by Apple and Windows. Xaiomi is the most preferred brand with Samsung on second. Rest other brand are scattered in this study and they are taking the market slowly. Maximum of the respondent are of Bachelors Graduated. Maximum number of respondents has monthly salary below 26,000-50,000. Most of the respondents agree that mobile phones are not just necessity; it also signifies the status symbol. High number of people bought their current smart phone in the price range between 20,000-40,000. The result showed that consumers also consider durability of the mobile phone, its resale value and discount while purchasing the smart phone. Most of the consumers decide themselves when they purchase smart phone and are not influenced by others. The major influencing factors for purchase decision were store-person and friends after self. The major finding from the hypothesis testing was that there is significant relationship of purchase decision with design and advertisement.

Keywords: *Consumer buying behavior, price, brand image, primary survey, descriptive statistics.*

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The development of mobile phones and technologies has been an extended history of innovation and advancements cropped up due to dynamic changes in consumers' needs and preferences. Among these developments, mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history (Corner and Wikle, 2008). To cater ever advancing features in new technology phones has evolved in parallel to become Smart phones. Smart phone has expanded to global multibillion dollar business which shows how significant the phones have become. Current marketplace brings choices to consumers in smart phone in terms of features, need and price accordingly. Smart phone has become lifestyle element symbol in modern world. Consumers are happily willing to pay big chunk of their income for Smart phones loaded with latest advanced features.

GSM in Nepal is quite young compared to the world. Nepal has witnessed exponential growth in GSM usage alongside digital business & marketplace with more entrepreneurship swelling with shift of communication need from voice to data alike rest of the world evidencing internet as necessity. Phones has become lifestyle trend in here too lot so iPhone or Samsung galaxy lands here within couple of days of launch and Smart phone are big business now. This shows improvement in status and earning behavior of Nepalese. By gone are the days when smart phones used to cost hefty amount and B/W set with only voice and SMS feature used to be proud symbol. Now Smart phone comes in big variation based on feature and cheaper price bringing access to even low-income population segment.

As such, the purpose of this study is to identify the choice criteria consumers consider important when purchasing mobile phones. Understanding the relative importance of product attributes influencing consumers' purchasing decisions is important to the success of new product development. If marketers can understand which criteria are used to evaluate the product, they will be better able to manage and influence the consumer's evaluations and perceptions of the offering.

There has been a rapid change in the development of mobile phones and technologies. World has seen advanced and remarkable changes with great innovations in the technologies and they are highly motivated to bring newness to match the customers' expectations and preferences. Among these developments, mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history. In the current highly competitive mobile phone market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's.

There are various studies conducted to identify factors that make companies better than their competitors in influencing the customers purchase decision. In this competitive world, it is very essential for the marketers to know the changing customer tastes and preferences, understand every step of buying decision that consumer go through, what are the factors that influences the consumer in this process and discover the new things according to their preferences. Exploring on these factors that influence brand choice of the consumer can be an interesting topic for the researchers to study.

Consumer is the king of market'-the statement carries profound truth in it. In present days the success of any industry depends upon the satisfaction of consumers. For satisfying the consumers market should know about the consumer's behavior. In these circumstances understanding consumer is a very difficult task because of the changing, innovation, technology and changes in life style. Researchers conducted many research in this area, and they give only few suggestions, but there is no final conclusion. With the inevitability of change looming large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively. Therefore, it is very essential to a marketer to know the various factors that affect the consumer behavior. There are many factors that affect the consumer decision making process.

Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes that are involved in the consumer behavior. Many factors, and characteristics influence the individual in what he is and the consumer in his decision-making process, shopping habits, purchasing behavior, the brands they buy or the retailers they go. A purchase decision is the result of

each and every one of these factors. Initially the consumer tries to find what commodities he/she would like to consume, then he/she selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he/she can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological.

1.2 Problem Statement

Today, smart phones are everywhere and have certainly made our lives easier in so many ways like from connecting with friends and family to sharing the latest information with colleagues. User's experience is the process that can allow an organization to concentrate its limited sources on the greatest opportunities to influences consumer to the purchase smart phones and achieve sustainable competitive advantages. Consumer satisfaction is the main goal of sales of product. This study is initiated with the need to explore into the area of consumer decision process of smart phones in the Nepalese context. Consumer decision process is really important in order to maximize sales or in order to know what appeals or lead the consumer to go for the particular brand of smart phones.

Thus, the purpose of this paper is to examine the attitude of consumers toward different brands of smart phone and the factors affecting the consumer choice. Moreover, most of the previous studies are outdated and are unclear. The research aims to provide the information on the consumers' preference on smart phone, usage behavior and consumer attitude in Nepal. Such information is vitally important for both academics and practitioners. This study will answer the following questions:

- i. What are the main variables that affect consumers' purchase decision towards smartphones?
- ii. How do the price, design, feature, brand, advertisement, resale value, and aftersales service influence consumers' purchasing decision?
- iii. What is the impact of price, design, feature, brand, advertisement, resale value, and aftersales service on purchase decision?

1.3 Research Objectives

Smart phones have captured the market and there has been so many changes brought by the smart phones. The world is moving towards mobile marketing. We can almost do everything from our smart phones. This will be interesting to know the different factors that influence the buying decision vs of consumers towards smart phones.

The main objectives of the study:

- i. To assess the factors affecting consumer purchase decision towards smart phones.
- ii. To examine the relationship between the influencing factors like price, design, feature, brand, advertisement, resale value, and aftersales service and purchase decisions.
- iii. To analyze the impact of influencing factors like price, design, feature, brand, advertisement, resale value, and aftersales service on purchase decision.

1.4 Research Hypothesis

The proposed hypotheses for the study are as follows:

- **Hypothesis (H₀₁):** There is significant relationship between price and purchase decision of smart phones.
- **Hypothesis (H₀₂):** There is significant relationship between design and purchase decision of smart phones.
- **Hypothesis (H₀₃):** There is significant relationship between features and purchase decision of smart phones.
- **Hypothesis (H₀₄):** There is significant relationship between brand and purchase decision of smart phones.
- **Hypothesis (H₀₅):** There is significant relationship between advertisement and purchase decision of smart phones.
- **Hypothesis (H₀₆):** There is significant relationship between resale value and purchase decision of smart phones.
- **Hypothesis (H₀₇):** There is significant relationship between after sales service and purchase decision of smart phones.

1.5 Rationale of the Study

There have been radical changes in the demand of smart phones. People are willing to spend heavy amount of money to buy smart phones. With the revolution in the field of communication, there has been the arrival of various smart phones in the market. People have enough of choice to make various options as per their requirement. Moreover, with the various options and increasing innovation in the smart phones, people are having hard time to opt the particular brand of smart phones. There are wide ranges of smart phones differentiated as per the price, features, designs, aesthetic, and brands and so on. This poses not only the difficulty to the consumers of smart phones but also poses difficulties to the marketers as in to identify the consumer decision process for the selection of preferred smart phone from the biggest pool. Since, there has been limited research made in the consumer decision making process of the smart phones, this study gives more information and explains the process of taking on the critical aspects too. This study digs in to provide the insight of the process that the customers follow to come up with the final brand of smart phones. Moreover, the research provides the valuable information to the marketers, which in turn, can be used to make the strategies to entice the customers making them purchase the particular brand of smart phone.

1.6 Limitations of the Study

- i. The limitation of this study was that the sample was restricted to a small geographic area of Jhapa, Mechinagar Municipality. The sample chosen may not be the exact representation of the population.
- ii. This study is based on primary data.
- iii. Only limited statistical tools were used to conduct a study.
- iv. This study is focused on purchase decision of consumers towards smart phones and does not cover other aspects of marketing.

CHAPTER II

LITERATURE REVIEW

2.1 Empirical Review

Satriawan, A. T., and Nilowardono, S. (2023) conducted research on the effect of brand image, price, and product quality on the purchase decision of a Xiaomi smartphone in Surabaya students with the objectives to determine consumer purchase intentions of smartphone products in Denpasar, Bali, Indonesia. This study used a sample of 100 respondents by distributing via google form. This research design included associative research. The result of this research stated that brand image has a positive and significant effect on purchase intention; brand awareness has a positive and significant effect on purchase intention; and brand association has a positive and significant effect on purchase intention. This showed that brand image, brand awareness, and brand association can increase consumer purchase intention.

Mutmainah, F. H., and Ikhrum, M. A. D. (2023) conducted research on the effect of brand equity on consumer purchase decision on smartphone user with the aim to determine the influence of Brand Equity (Brand Awareness, Brand Association, and Perceived Quality) on the purchase decision of Samsung smartphones by college students at a university based in Malang City. Quantitative research and descriptive research method were employed. The result showed that Brand Awareness, Brand Association, and Perceived Quality had a significant and positive effect on Purchase Decision.

Nopriandi, N., and Verinita, V. (2021) conducted research on the effect of brand image, product features, and social influence on buying interest toward Realme smartphone products in Padang city with the aim to analyze the influence of brand image variables, product features and social influence on buying interest in Realme smartphone products in the city of Padang. This research was a quantitative approach using a questionnaire. The results of this research are, the variable brand image on purchase intention have a positive and significant effect and the variable product features on purchase intention have a positive and insignificant effect, in social influence, variable on purchase intention has a positive effect and significant. Based on the results of data processing, it is also found that the variable brand image and social influence are variables that have a big impact on purchase

intention in Realme smartphone products. The better the brand image and social influence, the more buying interest will be in Realme smartphone products in Padang city.

Krisnawan, I. G. N. D., and Jatra, I. M. (2021) researched on the effect of brand image, brand awareness, and brand association on smartphone purchase intention with the objective to measure and test the influence of brand image, price, and product quality on purchasing decisions of Xiaomi smartphones in Surabaya students. Collecting data for this study, the authors used an online survey (google form) to 100 respondents, using accidental sampling. The type of research used in this study is a quantitative research type using multiple linear analysis techniques: The result of this research states that brand image has a positive and significant effect on purchase intention; brand awareness has a positive and significant effect on purchase intention; and brand association has a positive and significant effect on purchase intention. This shows that brand image, brand awareness, and brand association can increase consumer purchase intention.

Haro, A., Oktaviana, D., Dewi, A. T., Anisa, W., and Suangkupon, A. (2020) conducted research on the influence of brand image and service quality towards purchase intention and its impact on the purchase decision of Samsung smartphone. The purpose of these study is to examine the influence of brand image towards purchase intention of Samsung's smartphone; the influence of service quality towards purchase intention of Samsung's smartphone; and the influence of purchase intention towards purchase decision of Samsung's smartphone. Sample selection method used was purposive sampling with the sample size of 150 Samsung's smartphone users who already visited to the Samsung's outlet. The results show that brand image has an influence on purchase intention, service quality has an influence on purchase intention, and purchase intention has an influence towards purchase decisions.

Djarmiko, T., and Pradana, R. (2016) conducted research on Brand image and product price and Its impact for Samsung smartphone purchasing decision with the objectives to investigate the reason concerning the purchase decision of smartphones. Descriptive quantitative research with nonpurposive sampling was implemented. The result showed that customer was not just only influenced by the product but also the price as well.

Akkucuk and Esmaeili (2016), conducted research on Smart phone buyers with the objective to understand the factors behind smart phone purchase and how smart phone

brands can influence consumers' buying decisions. The study involved questionnaire administered to 171 smart phone consumers between December 2015 to March 2016. Both primary and secondary sources had been used to complete the research. The convenience sampling method was used to choose the consumers. The questionnaire was administered using online data collections forms prepared by Google. Most of the respondents were students at a University in the Istanbul district of Turkey. The SPSS software was used to analyze the data. Frequencies, cross tabulation, correlation and approximate regression analysis were used. Factor option of SPSS was used to calculate the factor loadings.

The finding shows majority of the consumers purchase decisions were mainly influenced by brand loyalty and brand awareness. Brand name and logo had been more effective on the consumer's behavior in terms of brand association. Perceived quality and brand association didn't seem to influence consumer's purchase decisions as much as brand loyalty and brand awareness. These two factors didn't have direct significant influence on brand equity.

Trivedi and Raval (2016), conducted research on consumer buying intentions towards smart phones: a conceptual framework with the objectives of investing the different factors affecting buying intentions of customers towards smart phones and to identify the key factors that motivates consumers to purchase and use smart phones. The findings showed that product features, brand name, price, social influence and convenience had positive impact on consumers purchase intension and the smart phones marketers should consider these factors while selling of the smart phones.

Goh, Jiang and Tee (2016) conducted a research on impact of brand trust, self-image congruence and usages satisfaction towards smart phones repurchase intensions with the objective to examine the subjective factors; brand trust, and self-image congruence and usages satisfaction towards smart phones repurchase intentions among the Gen Y consumers in Malaysia. A total of 182 samples were taken among the smart phones users. Most of the respondents purchased a smart phone within the last 12 months and the large number of the users was active users of text messaging and smart phone applications. The result showed that self-image congruence is the main antecedents for the repeat purchase of smart phones which was followed by the users' satisfaction and then the brand trust.

Stoica, Veghes, and Orzan (2015), conducted a research on statistical exploratory marketing research on Romanian consumer's behavior regarding smart phone with the objective to analyze the influence perceived by consumers, whenever they bought or intent to buy a smart phone. The objective of the research was to identify respondents who own a smart phones, the brand they had, the reasons that lead respondents to make a purchasing decision, a criteria underlying the purchase of smart phone, demographic factors etc. Sampling method was non probabilistic snowball method and online invitations sampling method. Initially there was a database of student representatives who were asked by email invitation sent through the Surveys Pro platform, the invitation contained an active link and they had to post the questionnaire link on Facebook. To meet the objectives both primary and secondary data had been used. Univariate and bivariate analysis was used to analyze the data.

59% of the respondents agreed that the mobile phones must have attractive design, 86% of the respondents consider price as significant influence when purchasing a smart phone. The respondents were very familiar with Apple in terms of brand awareness contrast to the brand they use in which Nokia is first followed by Samsung and Apple. As respondents were active in websites price plays a major role in buying decisions as they can get comparative information on websites.

Harun, Soon, Kassian and Sulong (2015) conducted research on smart phone dependency and its impact on purchase behavior with the aim to understand the antecedents and the outcome of the smart phone dependency among smart phone consumers. 260 samples were taken among the respondents who own and use smart phone. Sample selections were based on those who were age 18 and above. The data collected from this research was analyzed using Smart Partial Least Square 2.0. Data analyses were based on 226 valid questionnaires that were collected among smart phones users. The result showed that social need and social influence significantly influenced the dependency among consumers therefore indicating that these two factors are important to influence the smart phone dependency on the smart phone.

Kalita and Nath (2014) conducted research on determinants of users' satisfaction on selection of mobile handsets with an objective to find out the most important factors that influence on the greater customer satisfaction. A sample of 220 Indian customers that had carried out their purchase was analyzed. The results of the research show that the

dimensions of quality are important for customer satisfaction. The dimension helps in customer satisfaction which in turn increasing the purchasing of the brand by the customers.

Sainy (2014) published a paper with a purpose to advance current understanding related to the factors affecting the buying behavior among the youth of central India and to analyze the impact of Demographic variable in terms of gender in India. A structured questionnaire was administered to 208 MBA students of B-School, Indore. Factor analysis method was used to analyze the collected data. Even Cronbach alpha test was carried out to check the level of internal consistency which was obtained to be 0.7; a pretty good score. The result thus shows that there are 5 factors that are affecting the buying behavior of the consumers namely- product features, Brand Name, Pricing of the product, Social Influence & the Demand of the Product also the result shows that purchasing the Smart phone among Business school students. There sultans showed that no significant difference is observed in b school students on the basis of Gender while purchasing a smart phone.

Yee, Siew and Fah (2013), conducted research on factors affecting Smart phone purchase decision among Malaysian Generation Y with the objective to investigate the purchase decision of Malaysian Y with brand concern, convenience concern, dependency concern, price concern, product feature concern and social influence concern. Both primary and secondary data had been used to complete the study. Primary data had been done through self-administered questionnaire distribution which was done through physical and online distribution. It was distributed by convenient non-probability random sampling method, where respondents were randomly chosen among the targeted group. A total of 125 samples were collected from Klang Valley, Malaysia. For secondary research, data were collected through literature review and information was obtained from various sources such as Google scholar, a directory of open access journals and Emerald.

The findings revealed that there was a significant relationship between all variables with purchasing decision. The research showed that Malaysian Generation Y smart phone users were strongly product features concern during making purchase decision of smart phones. Convenience is the second factor to consider whereas the brand comes third. These three factors were considered as factors with high impact on them. Price of smart phone was not so important to the users and it was the last variable to consider which indicates that if smart phone provider could provide a smart phone with a very good product feature, users would buy it even its price would be higher.

Suki (2013) conducted a research on students demand on smart phones with the objective of this study is to examine the structural relationships of product features, brand name, product price and social influence with demand for smart phones among Malaysian students. The data were collected among 320 valid pre-screened university students at their public higher learning institution in Federal territory of Labun, Malaysia. Structured questionnaire with close ended questions and convenient sampling technique was tested against the research model using the structural equation modeling. The findings showed that brand name and social influence have an effect on the increasing demand for smart phones among Malaysian students. The first was considered the most effective one then the later one which was according to standardized path coefficients and their statistical significance.

Malviya, Saluja and Thakur (2013) conducted a research on a study on the factors influencing consumer purchase decision towards smart phone in Indore with the objective to explain the relation between the four independent factors namely price, brand name, features and social influences on the consumers purchase decision towards smart phones. The research is based on the exploratory research where the primarily data's were collected from articles, previous journals, publications etc. The primary data were collected with convenient sampling of adult respondents covering varied socio economic classes and cloture groups. The sample of 250 respondents was used from the mentioning strata. The collected data were analyzed and interpreted using chi-square test, reliability test, and factor analysis with the help of SPSS. The finding showed that people of Indore were buying smart phones irrespective of prices. Other features like brand, social image, technology and durability were playing major roles in buying decisions of consumers in Indore.

Mesay (2013), published a journal on consumer buying behavior of mobile phone devices with a major purpose to investigate the factors affecting the decision of buying mobile phone devices in Hawassa town .In order to accomplish the objectives of the study, a sample of 246 consumers were taken by using simple random sampling technique. Both primary and secondary data were explored. Moreover, six important factors i.e. price, social group, product features, brand name, durability and after sales services were selected and analyzed through the use of correlation and multiple regressions analysis. Through the study, it was found that majority of the consumer's own Nokia mobile phones. Moreover, most of Nokia mobile phone users have plan to shift to other brands such as Samsung,

Apple and BlackBerry. Price is the dominant factor affecting the decision to buy mobile phone among consumers. Secondly, the features incorporated in a mobile handset are the most important factor which is considered by the consumers while purchasing the mobile phone.

Sata (2013) had done research on factors affecting consumer buying behavior of mobile phone devices. The purpose of the study was to investigate the factors affecting of buying mobile phone devices in Hawassa town. A sample of 246 consumers was taken by using simple random sampling technique. Both primary and secondary data was used to conduct the research and regression and correlation method was used to analyze the six factors like price, social influence, product features, brand name, and durability and after sales services. The result showed that price was the major dominant factor affecting the decision to buy mobile phone and secondly the features incorporated in a mobile handset were the most important factor. Brand name and durability of the handset are also equally correlated. The factors that don't affect the purchase decision are social influences and resale value.

A-Qader and Omar (2012) conducted research on the influence of affective brand experience dimension on brand equity of the smart phone millennial users in Malaysia with the objective of identifying the power of affective brand experience dimension and how it influences brand equity of smart phone users in Malaysia. A total of 450 questionnaires were distributed to full time undergraduate students from four public universities located in the northern region of Malaysia. Data were analyzed using PLS-SEM to test the influence of affective brand experience dimension on brand equity.

The finding of the study showed that affective brand experience dimension which consists of consumers' inner feelings and emotions had a strong influence on the millennial smart phone users in Malaysia. It indicates that strong emotions and feeling are evident in respondents reveling that they like using their smart phone brand as it influences their emotions and they had fun using it and also they are proud of their brand.

Malasi (2012) examined the influence of product attributes on mobile phone preference among undergraduate university students in Kenya. The study indicated that varying the product attributes has an influence on the undergraduate student's preferences on mobile phones. Various aspects of product and brand attributes were considered such as color themes, visible name labels, and mobile phone with variety of models, packaging for safety,

degree of awareness on safety issues, look and design of the phone. The study used stratified sampling method to select the elements of the population. Primary data was collected through questionnaire and data was analyzed using SPSS software. Finding of the study showed that these attributes have significant influence on the student's preference of mobile phone. Product and brand attributes are significantly important to consumers.

Das (2012) had done research on an empirical study of factors influencing buying behavior of youth consumers towards mobile handsets: a case study in coastal districts of Odisha. The objective was to identify the factors which influence the consumer behavior while they intend to make their purchase decision of mobile handsets. 1200 samples were taken from the 11 coastal districts of Odisha and random sampling method was used. The collected data were analyzed with the help of statistical tools like percentage, chi square test, t-test model. The finding showed that advertisements, wide variety of usage, low maintenance cost and newly added features, price discount and free accessories are the important factors influencing the purchasing decision of mobile handset. Advertisement plays most prominent role in buying decision of mobile handset in the coastal districts of Odisha.

Li and Li (2010) conducted research on an exploration of the psychological factors influencing college students' consumption of mobile phone in west China. The objective was to find out the psychological factors that influence the buying decision of mobile handsets. The influencing factors include the social attribute, the coherence, the novelty, and the reliability. Questionnaire survey method was adopted and relative data was used to establish NN model which distinguish the mobile phone with different prices and the different factors what they consider when they purchase the mobile phones. College student's individuality also influenced the mobile purchase to some extent.

Singh and Goyal (2009) conducted research on mobile handset buying behavior of different age and gender groups. The objective of this study was to understand the variation in the importance given by different age and gender groups to the select factors while buying mobiles handset in India. The result concludes that mobile handset users of age group of 18-30 years are less price sensitive than consumers of other group. Rather they consider physical appearance, brand, value added features and core technical features more important than users of any other age group. On the contrary to this, the consumers of age group 50 years and above have given greater importance to price. There were significant

differences between different age groups as regards to the importance given to all the factors except post purchase services. Gender difference has also existed for these factors.

Mazzoni, Castaldi and Addeo (2007), conducted a research on consumer behavior in the Italian mobile telecommunication market with the objective of investigating the characteristics of Italian cell phone users. Both quantitative and qualitative techniques were used for the data analysis. The sample size of 1067 Italian citizens aged between 14 and 65 was taken. The sampling method was proportional stratified random sampling. The strata were building considering the distribution of Italian population by region, gender and age. Focus group, pre-test and CATI survey was carried for data collection. A multidimensional segmentation approach was adopted, using concurrently three set of variables as consumer/user lifestyle, use motivation and product/service attributes. Factor and cluster analysis were performed on the database.

The finding led to the identification of three user segments, each with a diverse combination of the segmentation variables which were consumer/user lifestyle, use motivation and product/service attributes. There were several very diverse consumer segments that need to be satisfied by the companies.

Husman (2000) conducted research on a multi-method investigation of consumer motivations in impulse buying behavior. The study uses both qualitative and quantitative data to test hypothesis related to consumers' motivations to engage in impulse buying. A grounded theory approach was used to develop hypothesis from in-depth interviews. The hypothesis was tested by collection and analysis of survey data. A sample of 272 was taken to conduct the research and ANOVA test was used to analyze the data. The result shows that consumers who are more impulsive are more likely to shop for hedonic reasons than those who possess a small or moderate score on impulsiveness. The impulsiveness is correlated with consumers desire to fulfill higher order needs such as self-esteem and actualization. Both less impulsive and more impulsive consumers view their decision accuracy equally.

Woo and Fock (1999), conducted research on customer satisfaction in the Hong Kong mobile phone industry to identify satisfaction determinants among the users. A focus group interview with marketing executives of a mobile phone network provider was undertaken to explore the requirements of the users in different segments. The possible user's

satisfaction attributes identified were then examined and then selected for another focus group interview with users. A total of 20 attributes were finalized and then structured questionnaire was developed for street interception survey. A six-point semantic differential scale was adopted so that respondents associate and conceptualized the characteristics with a particular item easily. The questionnaire developed was then administered to a sample of 30 respondents as pilot testing. For the main survey 24 locations around the territory were identified and total of 891 usable questionnaires were collected. Exploratory factor analysis and structural question modeling of survey data was done.

The result of this study identified four dimension of customer satisfaction as transmission and network coverage, pricing policy, staff competence and customer service. Transmission quality and network coverage is the key satisfaction driver among the users in the mobile phone market and marketers should focus this as core business service offerings.

Kaas (1982) conducted research on consumer habit forming, information acquisition and buying behavior with the objective to analyze the influence of consumer habit formation on information acquisition, stored information and buying behavior. Sample of women having or expecting their first child was taken and their habit information with regard to three-baby related products was assessed. The data consists most of the hypothesis derived from the theoretical model. The result show that consumers collecting purchase experience and forming habits reduce their information search and shift from product-specific to brand specific and situational attributes, they buy larger quantity at a time and they change from specialty shop to discounters.

Kuehn and Day (1964) conducted research on probabilistic model of consumer buying behavior to know how traditional, static approaches are inadequate for predicting consumer behavior. The expected behavior of individual is viewed as a set of probabilities related to the available brands, a richer and more flexible concept of brand loyalty is provided. The parameters are measured from sequences of purchases recorded by members of consumer panels. While the effect of time tends to varies among product classes, it is relatively stable for product class.

2.3 Empirical review

Table 1

Empirical Review

Date	Article	Writers	Objectives	Methodology	Findings
2022	A Study on Demographics Characteristics on Purchase Intention of Smart phone	Bharat Rai, Rewan Kumar Dahal, Binod Ghimire	To determine whether there are any appreciable variations in smartphone purchases by gender, age group, and educational attainment and income. To investigate how gender, age groupings, income levels, and educational attainment affect the intentions of Nepalese users to purchase smartphones.	Descriptive research design	Regarding the purchasing intention of a smart phone, there is no discernible variation based on gender, age groups, income, or educational attainment.
2020	Buying Intention: An investigation into young individuals' mobile phone usage.	Surucu, Lutfi Yesilada, Figen, Maslakci, Ahmet	The main objective of this study is to identify the factors that influence purchasing intentions among young people. Reference group is an important factor	Descriptive analysis	The results show that reference group has a positive influence on purchase intention and brand trust plays a moderating role in this relationship.

in determining the root cause of young people's purchase intentions. This study also aims to contribute to the literature by discussing the moderating role of brand trust in this construct.

2020	Factors Affecting Consumers' Purchase Intention towards The Smart phone of The Chinese Brands	Yi Wei & Jiaying Zhu	Research factors related to purchase intention of Chinese-branded smartphones in developed markets and provide business recommendations for Chinese smartphone companies.	quantitative research method with an online survey for data gathering.	It concludes that Western consumers' purchase intention towards Chinese smartphones is positively influenced by two factors: perceived brand quality on the COO index and master knowledge product concerns, price sensitivity has no impact on purchase intention. Therefore, the smartphone price reduction strategy should not be applied by Chinese companies. Emphasis should be placed on brand management to convey the superior quality
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					of performance of smartphones from Chinese brands.
2020	A study on Customer Satisfaction towards Smartphone Users	A. Thilagavathi & Dr. V. S. Kanchana	Analyzing consumer satisfaction with smartphone usage.	Descriptive Research	<p>Most of the respondents' current smartphone brands are Samsung brands.</p> <p>It was observed that 60% of respondents think that Apple is better than other smartphones in terms of better software compatibility.</p>
2020	The role of online advertising on purchase intention of smart phones: mediating effects of flow experience and advertising value.	<u>Mohitul Ameen Ahmed Mu stafi. Md Sajjad Hos ain</u>	<p>The purpose of this article is to determine the role of online advertising on smartphone purchase intention (PI) of Bangladeshi customers.</p> <p>The independent variable (online advertising) was divided into five dimensional separations: informativeness (INFO),</p>	Descriptive statistical analysis	<p>The results indicate that purchase intention is positively and significantly influenced by all independent constructs: INFO, IRR, ENT, INC, and CRD.</p> <p>Regarding the mediation effect, both direct and indirect effects are significant, so FE can partially mediate the relationship between IRR and PI and ENT and PI.</p>

			excitingness (IRR), entertainment (ENT), incentive (INC), and credibility (CRD).		On the other hand, ADD may partially mediate the relationships between IRR and PI and INC and PI, respectively, as both direct and indirect effects are significant.
			To further increase the value of the study, the authors included two mediators called flow experience (FE) and advertising value (ADD).		
2019	The Influence of Brand Image and Service Quality towards Purchase Intention and Its Impact on the Purchase Decision of Samsung Smart phone.	Andrian Haro, Dinawati Oktaviana, Anugrah Trimulia Dewi, Wan Anisa, Akmaluddin Suangkupon	Investigating the influence of brand image on purchase intention of Samsung smartphones. The influence of service quality on purchase intention of Samsung smartphones. The influence of purchase intention on the purchase decision of Samsung smartphones.	Structural Equation Modeling	The results showed that brand image influences purchase intention, service quality influences purchase intention, and purchase intention influences purchase decision-making.
2019	The impact of brand	Muljani, Ninuk and	To investigate	quantitative research	The results showed that

	image, product quality and price on purchase intention of smart phone.	Koesworo, Yulius	the influence of brand image, product quality, and price on smartphone purchase intention in Surabaya.	method, descriptive research	brand image and price had a positive and significant impact on purchase intention, while product quality did not have a significant impact. This does not mean that product quality is not important.
2016	Factors affecting Purchase intention of Smart phone :A study of young consumers in the city of Lucknow.	Dr. S. K. Kaushal, Rakesh Kumar	Investigating the factors that influence consumers' smartphone purchase intentions. Regarding the factors that commonly influence smartphone purchases (relative advantage, dependence, compatibility, convenience, product features, price, brand name, social influence), there was a significant difference in the responses of men and women.	Quantitative approach, Descriptive method	This study shows that compatibility, dependence, and social influence are the only factors that significantly influence smartphone consumers' purchase intentions. Significant differences were found between men's and women's responses only regarding the comfort factor.

2015	Buying Behavioural pattern regarding smart phone users	Mokhalles, Mohammad Mehdi	To identify pre-purchase factors and post-purchase preference attributes of smartphone users in University of Jorhat. To investigate users' awareness of smartphones and brand ownership.	Descriptive statistics	According to the survey results, it was found that Samsung has the highest awareness among users of consumer organizations. This study revealed several new findings regarding the pre- and post-purchase behavior of smartphone users. Consumer pre-purchase behavior was influenced by factors such as price, features, ease of use, and customer service. The most popular attributes of a smartphone user after purchase include social networking, the availability of his applications and unique product features.
2013	A Study of the Factors influencing	Mr Surendra Malviya,	The objective was to explain the	Quantitative approach:	People in Indore buy smartphones

consumer's Purchase Decision towards Smart phones in Indore	Avijeet Singh Thakur	relationship between four independent factors: price, brand name, features, and social influence on consumers' smartphone purchase decisions.	Descriptive method	irrespective of price. Other attributes such as brand, social image, technology, and durability also play an important role in Indore consumers' purchasing decisions.
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2.2 Research Gap

Consumer decision process is complex but the process is really important for both the marketer and consumers. The marketer can get various insights to market their product to the consumers. In other hand, consumers can be more discreet while identifying their problems, searching information, evaluating alternatives and choose the final brand of products. Few of the research based on the topic have been carried out based on smart phone but it is very limited. Researcher did not find discrete survey on the research topic that research was being carried out. It showed that further research was needed on better bridging the gap between the customers behaving pattern and the marketer's strategies to cater those needs. In country like Nepal, consumers rare have idea about what they want and why they buy a particular brand. Hence a systematic study is required to carry out in Nepalese context so that the basic buying behavior of cell phone users can be tracked which can further help the mobile phone companies to figure out the right way to brand and position their product particularly in Nepal. The research can also help the telecom providers to select the right brand if they wish to collaborate their service with any particular brand. Primary research regarding the consumer behavior and the smart phones has been lacking in the context of Nepal. Also, the rapid change in technologies is bringing advanced smart phones in short span of time. Hence, this study fills the gap between what has been done and what should have been done in studies by considering more refined indices of marketing knowledge.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research approach and methodology adopted in the current study, specifically in relation to the research design and the data collection procedures, basically it is quantitative study having the features of survey research. It is designed to explain the research methods used to meet the stated objectives of the study. A research methodology helps to solve the research problems in a systematic way (Pant, 2009). This chapter explores the research process regarding consumer decision process of smart phones in Nepalese private sector. This chapter explains the collection procedure of data and the methodology used by the researcher for analyzing the available data. Since this study deals with the consumer decision process of smart phones in Nepal, it covers quantitative methodology to survey the perception among the sample population using questionnaire and uses explanatory part based on both technical and logical aspect.

3.2 Research Design

The research design is the organized strategy to study a problem. This is descriptive and casual comparative research design which describes the consumer decision process of smart phone in Jhapa and analyzes factors affecting the choice of smart phone brands among the consumers. The data collected are analyzed statistically and descriptively as well. So, the nature of the study seems to be of mixed design of descriptive and qualitative research.

3.3 Sample Size

The people using smart phones in Mechinagar Municipality of Jhapa district was considered as the population of the study. 403 smartphone users in Mechinagar Municipality were taken as the sample for the study. Convenience sampling method was used for the selection of the sample.

3.4 Data Collection Procedure

This study used both primary and secondary sources of data. The data thus obtained through both primary and secondary sources was analyzed using various statistical tools to arrive to conclusions regarding the topic. A structured questionnaire composed of single choice, multiple choices, ranking questions, yes/no questions and more Likert Scale questions was

used to obtain the primary data for this research whereas the secondary data was collected from books, journals, newspapers and magazines, other relevant studies material and websites whenever needed.

3.5 Instrumentation of Data

Instrumentation is data collection from different devices such as questionnaires, interview, articles or other measuring devices. After the collection of research data, an analysis of data is necessary in order to reduce them to manageable proportions. Only by such systematic processing, the data collected leads itself for statistical treatment and meaningful interpretation leading of formulation of theory of findings. For the study in this research, a close ended questionnaire was selected.

Questionnaire is the most extensively used method in various economic and business surveys. A well-designed questionnaire can collect important data from the large range of respondents. All the questions are single response questions, multiple response questions, ranking questions or Likert scale questions. The Likert scale represents five-point scale question with 1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree, and similar interference. Data management and data cleaning too was done using Microsoft Excel and SPSS software.

3.6 Reliability

The validity and reliability are considered one of the most important tools to find out the right result for effectiveness of the research. Reliability has to do with the accuracy and correctness of a measurement procedure. Validity is the extent to which a test measures that we actually wish to measure. Validity is synonymous with accuracy or exactness. With the seriousness of this research the questionnaire is the best test for both reliability and validity. In addition, discussion with experts was done time to time to ensure that the project is conducted according to its objectives. To maintain the reliability of the research, researcher administered technique was used to fill the questionnaires. Also cross checking questions was used included in the questionnaire to check the reliability of respondents' answers. Cronbach's alpha test was also used to check the reliability of the research.

Table 2*Reliability Statistics*

Cronbach's Alpha	No of Items
.878	8

(Source: Primary data 2023)

The table shows that Cronbach's Alpha of the distributed questionnaire is greater than 0.8, meaning that the reliability of the tool for data collection is significantly sufficient.

Table 3*Reliability Statistics of variables*

Variables	Cronbach's Alpha	Number of items
Price	.656	4
Brand	.817	4
Feature	.855	4
Design	.799	4
Resale Value	.858	4
Advertisement	.886	4
After sale service	.762	4
Consumer Purchase Decision	.780	5

The table shows that the results of reliability measurement scales used for measuring the independent and dependent variables. The Cronbach's Alpha coefficient technique is used in order to check the reliability and validity of the data for further analysis. Cronbach's Alpha coefficient value more than 0.6 is considered as the reliability and validity for the

analysis. As per the analysis conducted, the Cronbach's Alpha for price is 0.656, Brand is 0.817, Feature is 0.855, Design is 0.799, Resale is 0.858, Advertisement is 0.886, Aftersales service is 0.762 and Consumer Purchase Decision is 0.780.

3.7 Data Analysis Method

Data obtained from various sources cannot be directly used in their original form. The raw data is of no use if they are not presented in an understandable form. Analysis is important part of study under which the data are presented and analyzed in useful format. So, after the completion of data collection, all information was gathered, edited, coded in SPSS and Microsoft Excel file. Data was processed and due considerations was taken that those data are accurate and consistent with the intent information obtained. In case of descriptive analysis, various frequency tables and percentage tables was used. In case of inferential analysis, a both parametric and non-parametric test was done to determine various characteristics of the sample. Mainly statistical tools like frequency analysis, descriptive analysis and cross tabulation, ANOVA was used for the purpose of generating results. Correlation was carried to test hypothesis.

3.8 Research Framework and Definition of Variables

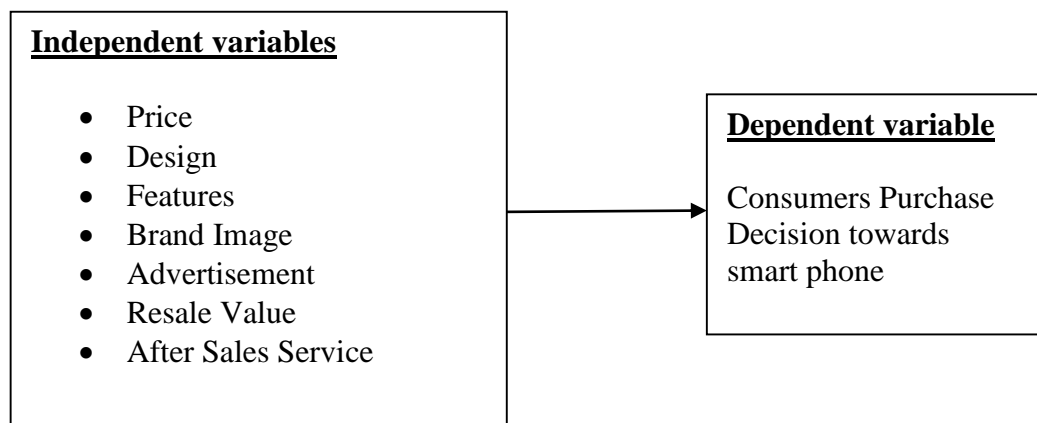
Research Framework

From marketing perspective, consumer choice behavior can be studied through the classical five-step (need-information search-evaluation of alternatives-purchase-post-purchase evaluation) problem solving paradigm or through the progression of consumer choice from a product class to brand choice (Dorsch, Grove, and Darden, 2000). In general, consumers can be referred as individuals who purchase or consume products and services. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. In other words, it is the process by which individuals search for, select, purchase, use and dispose of goods and services, in satisfaction of their needs and wants. Consumers' buying behavior has been greatly influenced by the emergence of social media. Social media is generally defined as web-based services that allow individuals to create and share information, ideas, career interests and other forms of expression via virtual communities and networks. Basically, consumers go through major five steps while buying the products/services. Those steps are divided into five stages. 1) Problem recognition 2)

search of information 3) evaluation of alternatives 4) final decision and 5) post purchase decisions. (Stendhal and Craig 1982).

A theoretical framework refers to how the researcher or writer of the report not only questions, but considers and develops thoughts or theories on what the possible answers could be, then these thoughts and theories are grouped together into themes that frame the subject. It is the process of identifying a core set of connectors within a topic and showing how they fit together. In any study, the theoretical framework must be very specific and well-thought out. Theoretical framework guides research, determining what things will be measured and statistical relationships of it. Theoretical framework helps the writer stay in topic and not go out of track. It helps identify the important aspects and cut off the irrelevant factors while research is being conducted.

Factors affecting consumer buying behavior of mobile phone devices by Sata,(2013) which investigate on the factors affecting the decision of buying phone devices. Form the analysis, it showed that consumers' value price followed by phone features as the most important variable amongst all and that it also acted as a motivational force that influences them to go for a mobile phone purchase decision.



(Source: Rakib *et. al.*, 2022)

Figure 1: *Conceptual Framework*

Definition of Variables

The entire analysis and the interpretation of this study are based upon three different types of variables, i.e., Dependent variables, independent variables and the Moderating variables. The detail description can be presented below:

Independent Variables

A variable whose variation does not depend on that of another is independent variable. For this study, the independent variables are Price, Brand, Quality, Promotion, Camera, Processor, Storage, Battery Life, Operating System, and Warranty.

Price

Price is one of the most important variables considering any kind of buying activity. Price drives the product. Regarding smart phone market, the price of the product could range from merely Nrs-5000 to the highest raising and crossing Nrs-100000. So consumer behavior on purchasing a smart phone may vary regarding the price factor.

Design

Most of the consumers select smart phone that are best in design and are matching to their personality. Design is another factor that is important when consumer selects any smart phone.

Features

Camera, Processor, Battery Life, storage, operating system all are the features that are considered on buying a smart phone. Camera is a device for recording visual images in the form of photographs, film, or video signals. The most important determinant now-a-days is the camera and their quality in taking better pictures which are analyzed by consumer when buying a smart phone. Processor is a machine that processes something. The CPU performance helps to perform faster in smart phones. The storage capacity to store media files and operating system are important factor in smart phone. Battery life is another important factor that consumer looks when buying smart phone. An operating system (OS) is system software that manages computer hardware and software resources and provides common services for computer programs. The operating system is a component of the system software in a computer system. Application programs usually require an operating system to function. iOS, Android, Windows, Blackberry are some of the operating system of smart phones. Warranty is a written guarantee, issued to the purchaser of an article by its manufacturer, promising to repair or replace it, if necessary, within a specified period of time. Usually smart phone comes with 1-year warranty.

Brand Image

A brand distinguishes one product from another. Brand is another variable that is considered when buying a smart phone. Now-a-days consumers decide to buy popular brand when they decide to spent huge amount of money on smart phone. This is very broad factor to operate, some people tend to prioritize it where as some just don't care as long as

it works. This is a very important factor for the research. Brand has always been associated as the factor to which value addition is considered.

Advertisement

Advertisement refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place. Promotion on different Nepalese media as well as international media plays important role on consumer buying decision of smart phone.

Resale Value

The trade value of a good that has already been purchased is resale value. Every month new and innovative smart phones are launching in the market. People used to change smart phone very often and want to buy new one. Therefore, people choose the phone which has higher resale value in the market.

Dependent Variable

The variable whose value is derived from the value of another variable is the dependent variable. The dependent variable represents the output or outcome whose variation is being studied. Here, the consumer buying behavior is the dependent variable against which we analyzed all the data. We wanted to know what various factors affect this dependent variable.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Introduction

As an important part of research, this part of research includes results of the survey and analysis performed: this chapter has been organized into different sections. As per the objective and scope of the study, this chapter has been organized into different sections incorporating with analysis of collected data from the smart phone users within Mechinagar Municipality of Jhapa district. This chapter is mainly focused on presenting the results and findings which was collected through primary data obtained from the surveys and also the secondary data obtained from various related articles

The data analysis was done using the software. On the data both descriptive and inferential analysis was conducted. In descriptive analysis the data was analyzed by means of tables, frequency analysis, measures of central tendency and others in inferential analysis, the test conducted was t-test, correlation and ANOVA analysis.

4.2 Descriptive Analysis

The general profile of the Respondent section includes the characteristics of the respondents, their general categorization and overall number of the study. The Respondent's character or the buyers influence the results. This result should be interpreted for the further understanding of the study so the general profile of the respondent does that. The general profile of the respondent is presented below:

4.2.1 Demographic Profile of the Respondents

The study is based on primary data analysis where 403 questionnaires were distributed among the smart phone users of Jhapa. This section represents the demographic components.

Table 4*Demographic Profile of Respondents*

Gender	Frequency	Percent
Male	269	66.7
Female	134	33.3
Total	403	100.0
Age	Frequency	Percent
less than 25	77	19.1
Between 26-35	166	41.2
Between 36-45	140s	34.7
Above 45	20	5.0
Total	403	100.0
Education	Frequency	Percent
Intermediate	59	14.6
Higher Diploma	13	3.2
Bachelors	208	51.6
Masters	122	30.3
PhD & above	1	.2
Total	403	100.0
Income Level	Frequency	Percent
Below 20,000	84	20.8
26,000-50,000	210	52.1
Above 51,000	109	27.0
Total	403	100.0
Brand	Frequency	Percent
iPhone	46	11.4
Samsung	133	33
Sony	21	5.2
Xaiomi	101	25.1
Oppo	56	13.9
Huawei	35	8.7
Colors	1	0.2
Gionee	2	0.5

Others	8	2
Total	403	100.0
Factors	Frequency	Percent
Self	220	54.6
Family members	37	9.2
Friends	52	12.9
Relatives	33	8.2
Store person	61	15.1
Total	403	100.0
Sources	Frequency	Percent
Family members advice	48	11.9
Friends	95	23.6
Company's Website	96	23.8
Advertisement	65	16.1
Social Media	41	10.2
Mobile store	58	14.4
Total	403	100.0

(Source: Primary data 2023)

Table displays that out of a total sample of 403 respondents, 66.7% are male and remaining 33.3% of the respondents are female. In the survey, there was the presence of 269 males and 134 females. From the table above it can be seen that the number of male respondents are more than female respondents.

It presents that 41.2% of the majority of the respondent belongs to the age group of 26-35. The minimum respondent is from the age group of above 45 which is 5.0%. 19.1% of the respondents belong to age group less than 25 and remaining 34.7% respondents belong to age group between 36-45.

It shows that the majority of respondents have completed their bachelor's degree that is 51.6%. The percentages of respondents having intermediate and higher diploma degrees are 14.6% and 3.2% respectively. The respondents with master's degree comprise of 30.3%. Also, 0.2% of respondents have completed PhD and above studies.

The table shows that most of the respondents are employed that is 51.1%. 33% of respondent are self-employed whereas 12.2% of respondent are students and 3% and 0.7% of them are unemployed and retired respectively.

Table displays that the majority of respondents' income is 26,000-50,000 having 52.1 %. Following the 27% above 51,000 income in second number. Similarly, 20.8% of respondents have income below 20,000.

Out of 403 respondents 46 of the respondents use Apple, 133 of the respondents use Samsung, 35 use Huawei, 101 use Xiaomi, 56 use OPPO and remaining respondents use smart phones like Sony, Colors, HTC, Gionee and others. It also shows that xiaomi and Samsung are most preferable brand of smart phone among the respondents within Jhapa. Slowly others mobile are also taking the market.

The table shows the factors that influence the respondents while making purchase decision of smart phone. 220 number of the respondents said that they make the self-decision while purchasing smart phone. Influence of family members is 37 while friends is 52. Likewise, relatives and store person influence is 33 and 61 respectively.

The table shows the information that respondents used while purchasing smart phone. 48 numbers of the respondents said that they seek information from family member's advice, 96 numbers of the respondents also use company's website to have detail information about the smart phones, 41 numbers of the respondents use social media for information, 95 of the respondents ask advice of friends and 58 numbers of the respondents also seek information from the mobile stores itself.

Table 5*Descriptive Statistics of Study Variables*

Code	Variables	Mean	Standard Deviation
Pr	Price	3.8958	.69334
Br	Brand	3.6836	.80466
Fe	Feature	4.3685	.78687
De	Design	3.9502	.72346
Re	Resale	3.6845	.83381
Adv	Advertisement	4.0223	.96445
Afss	After sale service	4.0950	.83191

(Source: Primary data 2023)

The above table shows all the independent variables used for the research purpose. Since, all the variables have mean value more than 3, all the selected variable can be considered as important variables. Moreover, the analysis shows that mean of Feature is higher among the other variable and can be considered as the major affecting factor to consumer purchase decision towards smart phones. Also, the brand seems to have less mean among the variables therefore it can be considered as the factor which is less influencing to consumers.

4.3 Correlation Analysis

Correlation is a statistical measure that indicates whether or how strongly pairs of variables are related. It indicates the extent to which two or more variable fluctuate together. A positive correlation indicates the increase or decrease in variable paralleled and negative indicates the increase in one variable with the decrease in other. Pearson's correlation analysis is the measure of strength of the association between two variables to explain the direction of a variable if that of the original data should change or remain unchanged.

Correlation is a bivariate analysis that measures the strengths of association between two variables and the direction of the relationship. In terms of the strength of relationship, the value of the correlation coefficient varies between +1 and -1. When the value of the correlation coefficient lies around ± 1 , then it is said to be a perfect degree of association between the two variables. A strong or high correlation means two or more variables have strong relationship with each other, while a weak or low correlation means that the variables

are hardly related. Hair, Money, Samouel and Page (2007) proposed rules of thumb on coefficient range and strength of association as shown in table 4.4.1 Interpretation of strength of relationship between dependent and independent variables in this research study.

Table 6

Rule of Thumb About Correlation Coefficient Size

Coefficient Range	Strength of Association
0.91 to 1.00	Very Strong
0.71 to 0.90	High
0.41 to 0.70	Moderate
0.21 to 0.40	Small but definite relation
0.01 to 0.20	Slight, almost negative

(Source: Hair, J., *et.al.*, 2007).

The Pearson correlation has been computed and results are presented in the following table in next page.

Table 7*Correlation Analysis*

Pearson Correlation	CPD	Pr	Br	Fe	de	re	adv	Afss
Sig. (2-tailed)								
CPD	1							
Pr	.300**	1						
	.000							
Br	.298**	.603**	1					
	.000	.000						
Fe	-.143**	.469**	.371**	1				
	.004	.000	.000					
De	.100*	.431**	.491**	.504**	1			
	.046	.000	.000	.000				
Re	.171**	.339**	.368**	.352**	.506**	1		
	.001	.000	.000	.000	.000			
Adv	.135**	.491**	.476**	.531**	.486**	.600**	1	
	.007	.000	.000	.000	.000	.000		
Afss	-.101*	.317**	.312**	.570**	.459**	.517**	.611**	1
	.044	.000	.000	.000	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The table shows that CPD is consumer purchase decision. Pr is price, Br is Brand, Fe is Feature, De is Design, Re is Resale Value, Adv is Advertisement and Afss is after sales service. The above table shows the Pearson coefficient between the study variables. The result of correlation analysis is between dependent and independent variables.

The result of correlation analysis shows the relationship between the dependent variable, consumer purchase decision and independent variable price is positive. The correlation coefficient is 0.300 which reflects the positive association among the variable. Since the value falls under the coefficient range of 0.20-0.40, it can be said that there is small but definite relation between price and consumer purchase decision.

Similarly, the correlation between an independent variable, Brand with dependent variable CPD is 0.298. This shows that there is positive relationship Brand and CPD. As the value correlation falls in the range of 0.298 to 0.40. Therefore, the strength of association between brand and CPD is small but definite.

Similarly, the correlation between an independent variable, Feature with dependent variable CPD is -0.143. This shows that there is negative relationship Feature and CPD. As the value correlation falls in the range of 0.01 to 0.20. Therefore, the strength of association between brand and CPD is slight.

Similarly, the correlation between an independent variable, design with dependent variable CPD is 0.100. This shows that there is positive relationship design and CPD. As the value correlation falls in the range of 0.01 to 0.20. Therefore, the strength of association between design and CPD is slight.

Similarly, the correlation between an independent variable, Resale with dependent variable CPD is 0.171. This shows that there is positive relationship Resale and CPD. As the value correlation falls in the range of 0.01 to 0.20. Therefore, the strength of association between resale and CPD is Slight almost negative.

Similarly, the correlation between an independent variable, Advertisement with dependent variable CPD is 0.135. This shows that there is positive relationship Advertisement and CPD. As the value correlation falls in the range of 0.01 to 0.20. Therefore, the strength of association between advertisement and CPD is slight.

Similarly, the correlation between an independent variable, after sales service with dependent variable CPD is -0.101. This shows that there is negative relationship with a after sale services and CPD, as the value correlation falls in the range of 0.01 to 0.20. Therefore, the strength of association between after sales service and CPD is slight.

Thus, from the above table it is clear that CPD has definite relation with price and brand image and slight strength of association with feature, design, resale value and advertisement followed by after sales service.

4.4 Regression Analysis

Regression Analysis is a form of productive modeling technique which investigates the relationship between several independent variables and the single dependent variable. This analysis technique helps researcher to indicate how much of the variance in the dependent variable is explained by the set of independent variables.

Regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables when the focus is on the relationship between a dependent and one more independent variable. More specifically, regression analysis helps one understand how the typical value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are fixed.

This section basically deals with regression results from various specifications of the model to examine the brand equity with its independent variables that include brand awareness, brand loyalty, brand image and perceived quality.

The following table displays the regression of price, brand image, feature, design, resale value, advertisement, after sales service of consumer purchase decision of smart phone inside Jhapa District. The result of the regression model to analyze the effect of seven independent variables on the consumer purchase decision of smart phone in Jhapa District has been presented.

Multiple Regression Model:

$$CPD = \alpha + \beta_1 Price + \beta_2 Brand + \beta_3 Feature + \beta_4 Design + \beta_5 Resale + \beta_6 Adv + \beta_7 Afss \dots\dots\dots (1)$$

Where,

CPD=Consumer Purchase Decision

α = constant

β_1 = Coefficient for independent variables

Adv=Advertisement

Afss=After sales services

Table 8*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520 ^a	.270	.257	.65724

(Source: SPSS analysis)

a. Predictors: (Constant), average_afss, average brand, average resale, average feature, average price, average design, average_adv

Based on multiple regressions, the value of R square equal to 0.270 therefore 27 percent of the variation of Consumer purchase decision is explained by the price, brand, feature, design, resale, advertisement and after sales services of the smart phone. However it still leaves 73 percent (100-27) unexplained in this research. Similarly, the adjusted R-square is 0.257 which means 25.7 percent variation in Consumer purchase decision is explained by price, brand, feature, design, resale, advertisement and after sales services after considering the degree of freedom(df). Model summary also indicates the standard error of the estimate of 0.65724 which shows that the variation of the observed values of Purchase decision from regression line is 0.65724 units.

Table 9*Analysis of Variance Table***ANOVA^a**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	62.173	7	8.882	20.562	.000 ^b
Residual	168.035	389	.432		
Total	230.208	396			

a. Dependent Variable: average_dependent

b. Predictors: (Constant), average _afss, average _brand, average _resale, average _feature, average _price, average _design, average _adv

Based on ANOVA, the p-value is 0.000 which is equal to alpha. Besides that, the F-statistic is significant at the value 20.562. Therefore, the model is good description of relation between dependent and predictor variables. As a result, the independent variables (price, brand, feature, design, resale, advertisement and after sales services of the smart phone) are significant explain the variance in the purchase decision.

Table 10

Regression Coefficient Table

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.663	.240		11.075	.000
Price	.339	.065	.309	5.237	.000
Brand	.177	.055	.186	3.204	.001
Feature	-.325	.058	-.330	-5.557	.000
Design	.006	.062	.006	.102	.919
Resale	.164	.055	.179	3.016	.003
Adv	.090	.053	.113	1.704	.089
Afss	-.215	.056	-.236	-3.845	.000

(Source: SPSS analysis)

a. Dependent Variable: average_dependent

As indicated in the table, the regression model is:

$$CPD = \alpha + \beta_1 Price + \beta_2 Brand + \beta_3 Feature + \beta_4 Design + \beta_5 Resale + \beta_6 Adv + \beta_7 Afss$$

Based on the coefficient of regression, the regression equation for Consumer Purchase decision = $2.663 + .339Price + .177Brand - .325Feature + .006Design + .164Resale + .090Adv - .215$

Based on the coefficients, the regression equation for Consumer Purchase decision is:

$$CPD = 2.663 + .339Price + .177Brand - .325Feature + .006Design + .164Resale + .090Adv - .215 Afss$$

The beta coefficient value for price is 0.339 which denotes the positive effect of price on CPD. The P-value for this variable is 0.000 which is less than 5% level of significance. Thus, this indicates that there is positive significant effect of price on CPD as indicated by T-statistics. (5.237)

Similarly, the beta coefficient value for brand is 0.177 which denotes the positive effect of brand on CPD. The P-value for this variable is 0.001 which is less than 5% level of significance. Thus, this indicates that there is positive significant effect of brand on CPD as indicated by T-statistics (3.204).

The beta coefficient value for feature is - 0.325 which denotes the negative effect of feature on CPD. The P-value for this variable is 0.000 which is less than 5% level of significance. Thus, this indicates that there is negative significant effect of feature on CPD as indicated by T-statistics (-5.557).

The beta coefficient value for design is 0.006 which denotes the positive effect of design on CPD. The P-value for this variable is 0.919 which is more than 5% level of significance. Thus, this indicates that there is positive insignificant effect of design on CPD as indicated by T-statistics (0.102).

The beta coefficient value for resale is 0.164 which denotes the positive effect of resale on CPD. The P-value for this variable is 0.003 which is less than 5% level of significance. Thus, this indicates that there is positive significant effect of resale on CPD as indicated by T-statistics (3.016).

The beta coefficient value for advertisement is 0.090 which denotes the positive effect of advertisement on CPD. The P-value for this variable is 0.089 which is more than 5% level of significance. Thus, this indicates that there is positive insignificant effect of advertisement on CPD as indicated by T-statistics (1.704).

The beta coefficient value for After sales services is -0.215 which denotes the negative effect of After sales services on CPD. The P-value for this variable is 0.000 which is less than 5% level of significance. Thus, this indicates that there is negative significant effect of after sales services on CPD as indicated by T-statistics (-3.845).

4.5 Hypothesis Testing

Descriptive analysis was conducted on the independent variables Price, Brand, Feature, Design, Resale, Advertisement, after sales service and the dependent variable Consumer purchase decision. The analysis continued with correlation analysis with the aim of testing research hypothesis of this research study. This section of analysis covers all the statistical analysis made to verify the hypotheses and ascertain the significance of independent variables and its effect on Consumer purchase decision.

Pearson correlation test was conducted to see the correlations between the independent variable and dependent variables. In addition to the Pearson correlation test, a simple bivariate analysis was conducted for the hypotheses testing using Consumer purchase decision as a dependent variable and Price, Brand, Feature, Design, Resale, Advertisement, After sales service as independent variables in order to see if there are relationships and to determine the relative importance of factors on buying behavior of customer regarding smart phones.

Seven hypotheses were drawn for the purpose of identifying relationship between dependent and independent variables in this study. Significance of each hypothesis is evaluated with purchase decision at the level of $p < 0.05$. And accordingly accepted and rejected the hypothesis by comparing the level of significant. Test of each hypothesis is discussed below:

Table 11*Details of Hypothesis Testing*

Hypothesis	Statement	Status
H ₁	There is significant relationship between price and purchase decision of smart phones.	Accepted
H ₂	There is significant relationship between design and purchase decision of smart phones.	Rejected
H ₃	There is significant relationship between features and purchase decision of smart phones.	Accepted
H ₄	There is significant relationship between brand image and purchase decision of smart phones.	Accepted
H ₅	There is significant relationship between Advertisement and purchase decision of smart phones.	Rejected
H ₆	There is significant relationship between resale Value and purchase decision of smart phones.	Accepted
H ₇	There is significant relationship between after sales and purchase decision of smart phones.	Accepted

From the table above it is displayed that out of seven hypotheses, five hypotheses have been accepted whereas two hypotheses have been rejected.

4.6 Discussion

This research is based on consumer purchase decision towards smart phones in Jhapa. For this purpose, respondents of the study were smart phones consumers of Mechinagar Municipality of Jhapa district. Out of about 10000 smart phone users in Mechinagar Municipality, 403 people were taken as the sample. The sample included demographic variations of gender, age, qualification, income level etc.

Out of 403 respondents, 66.7% were male and remaining 33.3% were female. Most of the respondents were from the age group of 26-35 years. As per the survey conducted, 51.6% of the respondents have the education level of bachelor degree, 30.3% have master degree, 0.2% have PhD and remaining percentage have intermediate level of educational degree. The survey shows that 51.1% of the respondents are employed, 33.3% are self-employed and 0.7% are retired.

The research shows that the most influencing factor of consumer purchase decision of smart phone is self-decision that is 54.6%. As per the survey conducted, the highest percentage of source of information used for the purchase decision of smart phone is company's website followed by friend circle and advertisement.

Descriptive analysis of the independent and dependent variables shows that all the variables have mean value more than 3 which indicates that all constructs are agreed by the respondents. Among independent variables, brand is the variable that has the lowest mean value of 3.6836 and feature is the variable that has the highest mean value of 4.3685. It indicates that feature of smart phone is the most influencing factor for the smart phone purchase decision of the consumers in Mechinagar Municipality, Jhapa. Price, design, resale value, advertisement, after-sale service have the mean value of 3.8958, 3.9502, 3.6845, 4.0223 and 4.0950 respectively.

The Cronbach Alpha coefficient technique shows reliability and validity of data for future analysis. The value more than 0.6 is considered as reliable and valid. The reliability statistics shows that Cronbach's Alpha of the distributed questionnaires is 0.878 which is significantly sufficient.

Considering the results, the individual coefficient in case of each and every variable indicates both positive and negative results. Positive relation with price, brand, design, resale value and advertisement and negative relationship with feature and after sale service lie between the independent and dependent variables.

It is found a statistically significant correlation with positive association among five independent variables. Consumer purchase decision is definitely correlated with price and brand and slightly associated with design, feature, resale value, advertisement and after sale services.

Pearson's correlation matrix shows the descriptive relation between the dependent and independent variables. Correlation analysis between consumer purchase decision and price is 0.300 which reflects small but definite relationship between price and consumer purchase decision. The correlation coefficient of an independent variable brand with dependent variable consumer purchase decision is 0.298 which shows small but definite relationship between brand and consumer purchase decision. The correlation between independent variable feature and dependent variable consumer purchase decision is -0.143 which

shows negative but slight relation between feature and consumer purchase decision. Similarly, the correlation between independent variable design and dependent variable consumer purchase decision is 0.100 which shows slight association between these variables. The correlation coefficient between resale value with dependent variable consumer purchase decision is 0.171 which shows the strength of association between the variables is slight. The correlation between advertisements with dependent variable consumer purchase decision is 0.135 which shows there is slight association between advertisement and consumer purchase decision. The correlation coefficient of an independent variable after sale service and dependent variable consumer purchase decision is -0.101 which shows that there is negative and slight association between these variables.

From the multiple regression models the value of R square is 0.270 which means that there is a variation of consumer purchase decision towards smart phone explained by independent variable but 0.73 is not explained. The regression analysis shows there is positive significant effect of price, brand, and advertisement on consumer purchase decision, negative significant effect of feature and aftersales service on consumer purchase decision and positive insignificant effect of design on consumer purchase decision which matches with the findings of Trivedi and Raval (2016), which showed that price and brand have positive impact on consumer purchase intention. Mesay (2013) showed that price and feature have significant effect on consumer purchase decision. Sata (2013) also found that price, brand and feature have significant effect on purchase intention of smartphones and resale value do not affect the consumer purchase intention towards smartphones.

The result of ANOVA shows, the p-value is 0.000 which is equal to alpha. Besides that, the F-statistics is significant at the value 20.562. Therefore, the model is good description of relation between dependent and predictor variables. As a result, the independent variables (price, brand, feature, design, resale value, advertisement, and after sale services) of smart phone are significant explain the variance in the purchase decision.

By this study upon testing the hypothesis at the level of P-value 0.05, the result shows the insignificant relationship between price, brand, feature, resale value, and after sale service and consumer purchase decision. Similarly, it shows the significant relationship between design and advertisement with consumer purchase decision.

The findings of the study are similar to the findings of Thakur and Malviya (2013) as the respondents were found buying smart phones irrespective of their prices. Their purchasing decision is influenced by advertisement and design of smart phone.

The findings of Thilagavathi and Kanchana (2020) are found matching that most of respondent's present brand of smart phone is Samsung brand. This research also found that Samsung is most preferable brand of smart phone in Mechinagar Municipality, Jhapa followed by Xiaomi.

The findings of this study is similar to the finding of Krisnavan and Jatra (2021) that the brand image has a positive and significant effect on purchase intention of smartphones.

The finding of this study are found matching with the findings of Mutmainah and Ikhran (2023) that brand has a significant and positive effect on purchase decision of smartphones.

CHAPTER V

SUMMARY AND CONCLUSION

In the previous chapter, the data analysis and hypothesis was done according to the study. This chapter gives a brief overview of findings and conclusion of the study. It also draws the inferences from the findings which lead to make the generalization. Based on the study some recommendations and suggestions for the further study have also been mentioned. These are three sections in this chapter consisting summary and findings in first sections, conclusion and limitations of the study second and implication for the further study in third sections.

5.1 Summary

The study entitled Consumer Purchase Decision towards Smart Phones in Jhapa is organized in five chapters. It has been accomplished in five chapter basis. The first chapter, introductory part, includes the background, statement of problem, objectives, research hypothesis, significance, limitations, definitions of the key terms and the organization of the study. The second chapter reviews the previous works on the related field. The third chapter describes the methodology adopted in the dissertation. The data collected are presented and analyzed in the fourth chapter and the conclusion and summary are presented in the fifth chapter.

The dissertation had the objectives of examining the factors affecting consumer purchase decisions towards smart phones and the relationship between the influencing factors and purchase decisions.

The dissertation was limited to Mechinagar Municipality of Jhapa district. 403 smart phone users from Mechinagar municipality were randomly selected as the sample out of 10000 smart phone users. The data were collected administrating a questionnaire set to the selected respondents.

The data collected were organized and analyzed with the help of SPSS. The analysis found that people in present days do not make purchase decision remaining stable on the price only but rather they decide considering other factors too. This is possibly related to mobile phones which have now been widely accepted as part of fashion accessories, especially among the youngsters. It was also found that while evaluating the various brands of smart

phones, people tend to give more emphasis on the sturdiness of model i.e. if the model would not be outdated soon. Secondly, advertisement of the smart phone is also the factors considered in the process of evaluation; however, resale value does not impact much in the evaluation process. There are many factors that influence the consumer while making buying decision of smart phone. Most of the consumers decide themselves about the purchase decision of smart phone and there are many consumers who are influenced by their family members, relatives, friends and the person at the mobile store. Their opinion matters at the decision of buying of the smart phone. Among the six information sources as: family members, friends, company's website, advertisement, social media and mobile stores, friends, company website and advertisements are the top sources of information. Before buying the smart phone they like have all the information's from these sources.

The findings also showed that demographic factors like age, gender, education and profession have no influence on the purchase decision of smart phone. The only demographic factor that has influenced on the purchase decision is income level of the consumers. The monthly income of the consumers affects their purchase decision of smart phone.

The last chapter, chapter five, sums up the dissertation and supplies some suggestions along with the conclusion of the study. References and annex have been attached at the end of the study report.

5.2 Conclusion

From the study, it can be concluded that, feature can be considered as the major affecting factor to consumer purchase decision towards smartphone. Also, the brand seems to be fewer influencing factors to consumer purchase decision among price, design, feature, advertisement and after sale service. Similarly, there is positive significant effect of price, brand and resale value on consumer purchase decision and positive insignificant relationship of design and advertisement on consumer purchase decision towards smartphone. Furthermore, there is negative significant effect of after sale service and features on consumer purchase decision towards smart phone.

Descriptive analysis of the independent and dependent variables shows that among independent variables, brand is the variable that has the lowest mean value and feature is the variable that has the highest mean value.

5.4 Implications

Each mobile phone manufacturer should carefully rethink its strategy when producing, marketing and distributing these devices and focus on brand personality, product features and design. People are attracted towards newer technology and will be able to shift from one mobile to another if it uses better technology. Mobile phone companies should carry out periodic survey to help in identifying these new technology features. Moreover, by determining which combination of these features match the current trends and consumer needs would be cost effective to the mobile phone companies. Manufacturers of different mobile companies are improving on the durability and quality of the brand. They should also consider on the resale value of the phones.

Demand for mobile phones are highly influenced by aspect of advertisement, design and brand name of smart phones itself and social influence like family and friends. Smart phone providers and manufactures should improve the current ability and performance of smart phones by upgrading hardware and software driven services for better user interaction and engagement in order to be marketable and sustainable in meeting consumer ultimate need and want. They should also emphasize their brand name in advertising to be well positioned in consumers' mind when making purchase decision and own a smart phone. Positive viral marketing spread via social networking sites could help smart phone providers to strengthen the competitive advantage of their product as from the research we found that social media is also one of the major information sources for consumers of smart phone.

In the current highly competitive mobile phone market, manufacturers should constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's.

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APPENDIX

SURVEY QUESTIONNAIRE

Dear Respondent,

With regards and best wishes

I am Ashma Chapagain MBS student of Shanker Dev Campus, Tribhuvan University. I am conducting a survey on “Consumer Purchase Decision on Buying Smart phones in Jhapa District”, as a part of my Graduate Research Project. For this I would like to request you for the contribution of about 10-12 minutes of your valuable time on responding to the question. All of your information will be kept for the confidential and response will be used for the academic use only.

1. Gender: *(mark the appropriate answer)*

Male Female Other

2. Age:

Less than 25 Between 26-35
 Between 36-45 Above 45

3. Marital status

Single Married Divorced

4. What is your employment status? *(Mark the appropriate answer)*

a. Employed b. Self-employed
 c. Unemployed d. Retired
 e. Student

5. Education:

a. Intermediate b. Higher diploma
 c. Bachelor's d. Master's
 e. PHD & above

6. Monthly income:

a. Below 20,000 b. 26,000- 50,000
 c. Above 51,000

7. Which brand of smart phone you are using currently?

- | | | | |
|-----------------------------------|--------------------------|------------|--------------------------|
| 1. iPhone | <input type="checkbox"/> | 2. Huawei | <input type="checkbox"/> |
| 3. Samsung | <input type="checkbox"/> | 4. Colors | <input type="checkbox"/> |
| 5. Sony | <input type="checkbox"/> | 6. HTC | <input type="checkbox"/> |
| 7. OPPO | <input type="checkbox"/> | 8. Gionee | <input type="checkbox"/> |
| 9. LG | <input type="checkbox"/> | 10. Xaiomi | <input type="checkbox"/> |
| 11. Others (Please Specify) | | | |

8. Who influences the buying decision of yours while purchasing the smart phone?

- | | | | |
|-----------------|--------------------------|-------------------|--------------------------|
| a. Self | <input type="checkbox"/> | b. Family Members | <input type="checkbox"/> |
| c. Friends | <input type="checkbox"/> | d. Relatives | <input type="checkbox"/> |
| e. Store Person | <input type="checkbox"/> | | |

9. What is the price range of your current brand of smart phone?

- | | | | |
|------------------|--------------------------|------------------|--------------------------|
| a. Below 20,000 | <input type="checkbox"/> | b. 20,000-40,000 | <input type="checkbox"/> |
| c. 40,000-60,000 | <input type="checkbox"/> | d. Above 60,000 | <input type="checkbox"/> |

10. What sources of information do you use to select the current brand? (You may choose more than one)

- | | |
|--------------------------|--------------------------|
| a. Family Members Advice | <input type="checkbox"/> |
| b. Friends | <input type="checkbox"/> |
| c. Company's Website | <input type="checkbox"/> |
| d. Advertisement | <input type="checkbox"/> |
| e. Social Media | <input type="checkbox"/> |
| f. Mobile Stores | <input type="checkbox"/> |

11. The following questionnaire is based on the scale 1 to 5 (1 being strongly disagree and 5 being strongly Agree)

Statements	5	4	3	2	1
Despite of satisfied with existing smart set, I generally prefer to change a set within 2 years of time.					
I generally intent to purchase the smart phone when I got lot of money.					
I like to buy a smart phone when there is a new brand in the market.					
I generally prefer to change smart set when someone influences me to go for new one.					
Due to the promotional offers in the market, my intention to purchase					

Part C
Independent Variable

- 12. The following questionnaire is based on the scale 1 to 5 (1 being strongly disagree and 5 being strongly Agree)**

SN	Components and items of brand equity	Rating of level of satisfaction				
		5	4	3	2	1
101	Price	5	4	3	2	1
1011	Price of the handset is important when I make purchase decision					
1012	I generally buy expensive smart phone.					
1013	Higher price of smart phone indicates its high quality.					
1014	I only choose the smart phone that is reasonably priced.					
102	Brand Image	5	4	3	2	1
1021	I only choose the smart phone that has high brand name.					
1022	Symbol of the brand can build recognition to me.					
1023	I always prefer to buy smart phone that can express my personality.					
1024	I always to prefer to buy popular smart phone brand even it is highly priced.					
103	Feature	5	4	3	2	1
1031	Camera of the smart phone is important when I make purchase decision					
1032	Smart phone internet accessibility is speedier than basic hand phone.					
1033	Battery life span of the smart phone is important when I make purchase decision					
1044	Smart Phone has more applications than basic hand phone.					
104	Design	5	4	3	2	1
1041	Design of the handset is important when I make purchase decision					

1042	Smart Phone Design motivates me in buying new phones					
1043	Display Size of the smart phone is important while making purchase decision.					
1044	The size and color of the smart phone is important while making purchase decision.					
105	Resale Value	5	4	3	2	1
1051	Resale of the handset is important when I make purchase decision					
1052	Resale value influences me in selecting particular brand.					
1053	Smart Phone resale value motivates me in buying new phones					
1054	Higher the resale value of smartphone increases the purchase decision					
106	Advertisement	5	4	3	2	1
1061	Advertisement of the smart phone is important when I make purchase decision					
1062	Offer of the smart phone is important when I make purchase decision					
1063	Discounts of the smart phone is important when I make purchase decision					
1064	Advertisement motivates me in selecting me particular brand.					
107	After Sales Service	5	4	3	2	1
1071	After sales service of the smart phone is important when I make purchase decision.					
1072	Warranty of the smart phone is important when I make purchase decision.					
1073	I generally prefer the smart phone which have the best after sales service.					
1074	I buy Smart phones whose service stations are nearby.					