

Buying Behavior of Smartphone amongst Management Students: A Study on the Influencing Factors



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The behavior of consumers toward smartphone is increasing as a focus of brand focus and marketing research. In particular, consumer's behavior in Smartphone industry, from adoption, motivation to post-usage behavior has become a major focus of research in the field of brand marketing, especially within consumer behavior. A Smartphone not only fulfills the task of calling and receiving calls but also serve various other needs of users like internet and social connectivity, multimedia, clicking selfies, health traits measurement, video calling etc. The results of the research confirm that regulatory focus has an influence on consumer behavior towards smartphone purchase decision by affecting their perception, motivation and lifestyle. Present study is conducted to identify and analyze underlying the external and internal factors which are influencing in a consumer in purchasing a smartphone in highly competitive market. This research also explores through quantitative analysis of some of the key factors believed to affect consumer's attitudes and behaviors towards Smartphone purchase.

Keywords: Adoption, Perception, Motivation, Lifestyle, Attitudes

1. Introduction

Smart phone is need of today. A Smartphone not only fulfill the task of calling and receiving calls but also serve various need of users like internet and social connectivity, multimedia, selfie, health traits measurement, video calling etc. A large number of variables affect the buying decision of Smartphone buyers. It is need to note for manufactures of smart phone consider preference of buyer while design the smart phone. A number of large factors influence and decide the buying behavior of smart phone buyers. It is also need to consider to manufacturers that what type of feature, design and model, size, memory capacity, price range, after sales services. In this study various type of variables are included for study which represent different part of smart phone.

India is the second-largest mobile market, ahead of the US with over 400 million smartphone users whereas China leads in terms of the number of users. As per counterpoint research, about 33% of phones sold are in Rs. 11,000 to Rs. 18,000 price range, and is the fastest-growing segment. The Indian mobile market is growing rapidly and thanks to huge online discounts and aggressive launches the brands are able to sell huge volumes. The Chinese smartphone manufacturers have over 60% market share in the Indian market while rest is taken by Samsung, Asus, Apple, and Google.

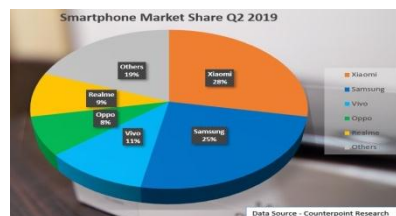


Figure 1 Smartphone Market Share

Figure 1 shows the market share of top smart phone vendors' in India for Q2, 2019. Figure show that 28% of total market share by Xiaomi Smart phone followed by 25% Samsung. It also shows that Vivo and Realme's share 11% and 9% market respectively. Figure show that Xiaomi is leader in smart phone market followed by Samsung. Realme is the new kid on the block but is growing alarmingly fast in the Indian market. Realme is an online-only brand and focus on offering bang for buck products and is using all social media channels to fight Xiaomi. Other brands including Apple, Lenovo, Motorola, LG, Google, Asus individually have less than 3% market share in India.

2. Literature Review

Sheetal Singla (2010) tried to find out the mobile phone usage pattern among Indian consumers. The study was conducted in Ludhiana district & the Sangrur District of Punjab. Research study objective is to understand the difference in the importance given by gender groups to consider leading factors while purchasing mobile handsets. Researcher also tried to explain customer's satisfaction level that is influenced by various technical & nontechnical factors. Research study confirms that price

and features of mobile phone are most influential factor affecting the buyer's decision making process. Research study further confirmed that 57% of total male has given importance to quality of mobiles phone. Another descriptive study conducted by Kavitha and Yogeswari (2012) to know the customer attitude towards smart phone in Erode, district of Tamil Nadu. In this study, researcher also tried explore the customer satisfaction of the smart phone. Researchers choose the convenience sampling for collection of primary data. Study was conducted on 50 people in Erode city. Researchers used descriptive and Chi-Square test for analysis of data. Chi-Square test used to know the relationship between genders of respondents and motivate factors. Study confirms no relationship between genders of respondents and motivates factors. Research study reveals that consumer buy a variety of smart phone which lead towards satisfaction his needs and wants and consumers always select a branded smart phone or operating system over preferred to others. Study reveals facts Samsung smart phones preferred most.

Further, descriptive nature a research study conducted by Malviya and Saluja (2013) to identified factors which influence buying decision of smart phone users in Indore. Objective behind this research study is to find out the leading factors those have a dominating effect on the consumers' behavior while taking a buying decision of smart phone. Researcher took a sample of 250 respondents for study. Researcher used chi-square, Factor analysis and reliability analysis with the help of SPSS statistical package for analysis and interpretation of data. The study reveals the fact that people in Indore are purchasing smart phone irrespective of cost. Research also reveals fact that features like technology and durability, brand, social image are also performing leading role in buying decisions of smart phone users in city. Lay-Yee, Kok-Siew and Yin-Fah (2013) conducted a study to know and investigate the buying decision of Malaysian Generation Y. Researchers also want to investigate buying decision association with brand concern, price, dependency concern, convenience concern and product & social concern. They collected primary data from 125 respondents through self-administered questionnaire. Their study confirm that there have a positive association between smart phone purchasing decision and brand concern, price, dependency concern, convenience concern and product & social concern in Generation Y city.

Further, Wollenberg and Thuong (2014) conducted a descriptive research study in Vietnam to know the consumer behavior in market. Researchers conducted study in largest city of Vietnam named Chi Minh. Motive behind the study is to know key leading variables that influences brand perception and buying decision process of smart phone in the Smartphone market. They want to evaluate whether brand perception effect the Smartphone buying choice. Researchers identified four variables that impact brand perception i.e. advertisement, perceived quality, price and word of mouth. Researchers collected primary data through well structured questionnaire from 170 respondents. They used Pearson Correlation analysis for testing of hypothesis. They conclude that following factor advertisement, perceived quality, price, brand, word of mouth has effect the buying decision of smart phone.

Uddin, Lopa and Oheduzzaman (2014) conducted a study in Khulna City of Bangladesh to discover latent variable (factors) which play lead role in buying decision of Smartphone users. They included 34 variables in study and classified these variable into seven factors i.e. first factor physical attributes, second factor pricing, third factor charging and other operating facilities, fourth factor size and weight, fifth factor friends' and colleagues' recommendations, sixth factor advertising. This research is study based on total 160 respondent opinions. They applied Factor analysis for factor extraction and descriptive statistical tools for data analysis. They opinioned that most important factor is physical attributes which contribute 30.992% variance in buying decision.

Rani and Sharma (2014) conducted a descriptive study on consumer behavior towards usage of smart phone. Leading motives behind this research paper is to analyze the consumer preference for brand of smart phone in Pune city and another to determine whether gender playing significant role to determine preference for feature of smart phone with special reference to Samsung, Apple and Nokia, Blackberry. Researcher used convenience sampling to collection of data and independent sample t-test used for analysis. Study showed that researcher involved maximum female Smartphone users in research study and mostly female are student. Study also reveals that Smartphone user's decision is influenced by features which them enable to access many utility i.e. apps and internet.

3. Objectives of Study

1. To identify the influencing factors which play lead role in selection and buying decision of smart phone buyer
2. To assess the buying pattern of smart phone buyer
3. To know the demographic characteristics of respondents
4. To know the which brand used by respondents

4. Research Methodology

4.1 Research Design: Descriptive research design has been adapted to identify latent variables of smart phone which play lead role in buying decision process. Descriptive research helps to gather data concerning with present status of phenomena with variables of smart phone.

4.2 Area of Study: This study is conducted to find out important factors which play paramount role in purchasing decision of smart phone buyer. Study is conducted in the Management Insitutes in Pune..

4.3 Data collection method: To achieve aforementioned objectives, primary and secondary, both type of data has been used:

- 4.3.1.** Primary data Study basically based on primary data which has collected from respondent by direct contacted. Primary data and opinion of respondents is collected with a structured questionnaire with five point likert scale.

4.3.2. Secondary Data: Secondary data is the data which is already collected by someone for their study purpose. Required secondary data is collected from various books, magazines, journals.

4.4 Sampling Method: For study purpose, non-random "convenient sampling" method is used for selection of desired and competent respondents.

4.5 Sample Size: For make possible for factor analysis is necessary cases (respondents) should be minimum five time of variables used in study, a total of 531 questionnaires are distributed out of them 500 is found relevant for study.

4.6 Statistical Tools Used: For analysis of data, chi square test, multiple regression analysis, Exploratory Factor Analysis is used with SPSS statistical package.

5. Data Analysis and Interpretation

During the survey, 500 questionnaires were distributed to purposively selected respondents of smartphone user at Management institutes in Pune. The table below deals with the basic demographic characteristics of the respondents including age, gender, educational qualification and income of the respondents included in this research project.

Brand of Mobile Phone Owned The figure below exhibits the respondents' current handset usage and to what brand the consumers would prefer to change in the future. Accordingly, 41% of the respondents with overwhelming majority currently use Xiaomi mobile phones followed by Samsung (22.6%), other brand oppo (10.4%) and OnePlus (6.0%).

The least owned mobile brands are Motorola, Apple, Blackberry and Nokia Huawei accounting together for 6.2% of the respondents' mobile phone ownership in Management institutes in Pune. Both Xiaomi and Samsung offer with affordable prices that make them to be preferred by the buyers. Generally, the result of the study indicates Xiaomi is the dominant and widely owned mobile phone device in Management institutes in Pune. Most respondents want to shift to Xiaomi in the future irrespective of what they are using right now. Surprisingly, there is also a group of Samsung users (around 12%) which wants to shift to Samsung as their next handset and around 25% of the respondents want to shift either to Xiaomi and Oppo.

Table 1 shows that sample respondents are very young age. Approximately 69% of respondents are age group of 18-25 years. Remaining 31% of respondents are age group of 26-30 years. It also shows that 69% of respondent income is more than 5 lacs. 26% of respondent income is between 2to 5 Lacs. Only 5% of respondent's incomes less than 2 lacs. It also shows that 74% of respondent are graduates while 23% of respondents are post graduates. Only 5% of respondents are having other qualification than graduate and post graduate.

Table 1 Demographic Characteristics of Respondents'

Item	Number	Percentage
Age		
18-21	62	12.40
22-25	283	56.60
26-30	155	31.00
Gender		
Male	200	40.00
Female	300	60.00
Education qualification		
Graduate	370	74.00
Post Graduate	115	23.00
Others	15	3.00
Average Household family income		
Less than 2 Lacs	25	5.00
Between 2-5 lacs	130	26.00
More than 5 Lacs	345	69.00

Table 2 Mean and Standard Deviation Results of Independent Variables

Factors(variables)	Frequency	Mean	Standard Deviation
Quality	500	4.848	0.49
Price	500	4.964	0.88
Brand	500	4.424	0.89
Social status	500	4.055	0.83
After Sales service	500	4.304	0.93
Latest Technology	500	4.852	0.52
Memory	500	4.912	0.40

Table 2 portrays the descriptive statistics results (i.e. mean and standard deviation) results of the seven independent variables. As shown in the table, the prime factor with the highest mean value is Price (mean = 4.964 and SD = 0.88) followed by memory (mean=4.912 and SD=0.40), latest technology (mean = 4.852 and SD = 0.53), quality (mean = 4.848 and SD = 0.49) and brand

(mean = 4.424 and SD = 0.89) respectively. The two independent variables with the least mean score are after sales service (mean = 4.304 and SD = 0.93) and social status (mean = 4.055 and SD=0.83). The results indicate that the performance of the factors in terms of the expectation of the consumer. Overall, the mean results are close to each other.

Table 3 Pearson Correlation Result of the Variables

Factors(variables)	Person Correlation	decision to buy
Quality	Person Correlation Sig.(2tailed) N	0.576 0.00 250
Price	Person Correlation Sig.(2tailed) N	0.902 0.00 500
Brand	Person Correlation Sig.(2tailed) N	0.551 0.00 500
Social status	Person Correlation Sig.(2tailed) N	0.465 0.00 500
After Sales service	Person Correlation Sig.(2tailed) N	0.456 0.00 500
Latest Technology	Person Correlation Sig.(2tailed) N	0.862 0.00 500
Memory	Person Correlation Sig.(2tailed) N	0.824 0.00 500
Correlation is significant at the 0.01 level (2-tailed)		

Table 3 shows the correlation between six factors i.e. quality, price, brand, social status, after sales service, latest technology and memory with the decision to buy a mobile phone device. Accordingly, all the factors have a positive and significant relationship with the decision to buy a mobile phone. However, the degree of correlation among the factors is different with the highest correlation value of price (0.902). According to table 4.5, the highly correlated factor that influences the decision to acquire a mobile phone is the price of Smartphone. Accordingly, the price of a product is an important factor that cannot be overlooked in a study of consumer behavior. Majority of the respondents indicated price as main consideration when they decide to buy their mobile phone. The variation in mobile price will influence the behavior of individuals to purchase the device. The results of this research study is similar with the result of other studies conducted in the consumer buying decision of smart phones. According to Saif (2012), a study conducted in Pakistan, price was valued as the most motivating factor in mobile purchase decision. Moreover, the study conducted by Pakola et al. (2010) in Finland regarded price as the most important motive affecting the decision to purchase mobile phones.

The latest technology in smart phone feature is the second important factor correlated with the consumer decision to buy the device. Latest technology includes operating system, internet connection, Bluetooth, video, color, FM, media player, design, touch screen, store, size, available accessories, speaker and weight. All these factors considered to have relationship with the decision to buy the mobile devices. The results of this research study corresponds with previous researches conducted in other countries (Pakola et al., 2010; Das, 2012; Saif, 2012; Malasi, 2012; Eric and Bright, 2008) that considers the features of mobile phone as a dominant factor in consumer buying decision. The other two factors equally correlated and have moderate relationships with the decision to buy are brand name and quality of smart phones with Pearson correlation coefficient of 0.576 and 0.551 respectively. Both factors are highly associated with the quality of a given product. Durability is associated with the use of a mobile device for a long period without any defects. High quality mobile phone works well and nothing goes wrong for a long period of time. Other similar studies also indicated that consumers prefer internationally recognized and well-known brands of mobile phone (Das, 2012; Zhou and Shanturkovska, 2011). According the table 3, the least correlated and moderately related determinants of consumer buying decisions are social status and after sales services with Pearson correlation coefficient of 0.465 and 0.456 respectively. These two factors moderately influence the decision to buy a mobile phone device. However, their degree of correlation is the least as compared to other factors included in this study. This result can be justified with similar

studies conducted on the factors affecting the choice of mobile phones (Subramanyam and Venkateswarlu, 2012; Pakola et al., 2010).

Multiple Regressions Analysis

In this study, there are six independent variables namely price, after sales service, brand name, social influence, durability and product features considered to influence the buying decision of smart phones. Before analyzing the data using multiple regressions, it is appropriate to test the presence of multi collinearity among the independent variables. It indicated that the maximum correlation coefficient is 0.724 that represent less likely to find multi collinearity among the independent variable.

To test the effects of these variables on the decision to buy a smart phone, the study used the multiple regression analysis. The table below shows the multiple regression result between six independent variables and the decision to purchase a smart phone in Management Insitutes in Pune. It indicates that all the six independent variables (Quality, price, social status, after sales service, latest technology and memory size combined influence the consumers buying decision of smart phones. The leading factor is price followed by latest technology and memory.

Table 4 Multiple Regression Results of Dependent and Independent Variables

Model (Constant)	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
Quality	0.256	0.042	0.211	3.624	0.00
Price	0.502	0.052	0.495	6.592	0.00
Brand	0.111	0.021	0.102	1.926	0.42
Social status	0.065	0.031	0.059	0.591	0.521
After Sales service	0.056	0.026	0.051	0.472	0.426
Latest Technology	0.462	0.096	0.429	4.235	0.00
Memory	0.424	0.084	0.419	4.152	0.00

The adjusted R² of 0.79 indicates 79 percent of variances in consumer buying decision can be predicted by the six variables used in this research study. Accordingly, there are other variables that influence buying decision of individuals represented by the remaining 21 percent. But the majority of the variance in buying decision can be predicted by the six variables included in this study.

Table 6 Smart Phone Brand used by the Respondent

Brand name	Male	Female	Total	%
Samsung	41	72	113	22.6
Xiaomi	83	123	206	41.2
One Plus	12	18	30	6
Apple	5	8	13	2.6
Nokia	2	0	2	0.4
Motorola	2	3	5	1
Oppo	20	32	52	10.4
Blakberry	3	8	11	2.2
Vivo	15	13	28	5.6
Iphone	8	12	20	4
Others	9	11	20	4
Total	200	300	500	100

Table 7 Influencing Factors on Purchase of a Smartphone

Influencing factors	Strongly Non Influential	Non- Influential	Neutral Influential	Influential	Strongly
Family and friends	10	65	75	115	235
Financing	50	87	93	50	220
Well-known brand name	50	57	73	240	80
Quality of the product	10	72	28	210	180
Satisfaction for previous product of certain brand	80	200	41	59	120
Social status	50	140	55	179	74
Technical aspect- Battery life, camera quality etc.	43	68	59	106	224
Festival season/ promotions	50	95	120	170	65
Advertisement	40	149	61	181	64
After sales services	20	59	41	173	207

Table 6 shows smart phone brand used by sample respondents. A large percentage 32.3% of sample respondents are using Samsung brand and 18.1% of respondents are Micromax users. 5.5%, 7.9%, 3.1% of respondents are using Intex, Lava and Lenovo respectively. 10.2% of sample respondents are using Apple smart phone. Table also inferred that most of respondent using Samsung, Micromax and Apple smart phone.

Table 8 Important Factors Considered while Purchasing a Smartphone

Factors	Most Important	Very Important	Slight Important	Somewhat Important	Not Important
Quality	448	32	16	4	0
Price	277	159	39	17	8
Brand	312	118	48	14	8
Social status	10	32	49	41	368
After Sales service	263	169	33	27	8
Latest Technology	471	33	7	7	2
Memory	473	15	9	3	0

Table 9 Often use of Functions of Smartphone

Functions	Daily	Twice Week	Once A Week	Once A Month	Rarely	Cumulative score
SMS	455	27	10	5	3	2426
MMS/Video/Movies	485	10	4	1	0	2479
Music Listening	411	64	15	8	2	2374
Photo Shooting	257	123	78	33	9	2086
Web Surfing	460	19	13	8	2	2433
Email	460	18	12	8	2	2426
Social Networking	485	9	5	1	0	2478
Gaming	252	136	63	42	7	2084
App/Software Download	5	33	98	245	119	1060
Maps/GPS	8	13	232	189	58	1224
New Reading	432	20	18	26	4	2350
Document Reading/Editing	416	28	41	3	12	2333
Total	4126	500	589	569	218	25753

Table 9 shows the function most used by the smartphone user is watching MMS/Video/Movies. Second important functions is social networking followed by web surfing.

Table 10 Smartphone Manufactured by which Companies use by Respondent

Manufactured by	Male	Female	Total
Multinational companies	110	195	305
Indian companies	65	63	128
Not a factor	25	42	67
Total	200	300	500

Table 10 shows the data about Smartphone manufactured by which companies use by respondent.

H0: Choice of selecting specific companies' smartphone is independent of gender

H1: Choice of selecting specific companies' smartphone is dependent of gender

Since calculated value of chi square (8.363) is greater than critical value of chi square (5.991), we reject null hypothesis. Hence, Choice of selecting specific companies' smartphone is dependent of gender.

Table 11 Opinion Survey for Buying a New Smart Phone of Same Brand

Buying a new Smartphone of same brand	Male	Female	Total
Yes	85	121	206
No	100	171	271
Can't say	15	8	23
Total	200	300	500

Table 11 shows Opinion survey for buying a new smartphone of same brand by the respondent.

H0: Opinion of buying a new smartphone of same brand is independent of gender

H1: Opinion of buying a new smartphone of same brand is dependent on gender

Since calculated value of chi square (7.32) is greater than critical value of chi square (5.991), we reject null hypothesis. Hence, Opinion of buying a new smartphone of same brand is dependent of gender.

Table 12: Opinion about switch to another brand with additional features

switch to another brand with additional features	Male	Female	Total
Yes	45	89	134
No	100	189	289
Cant say	55	22	77
Total	200	300	500

Table 12 shows data related to opinion of respondent about switch to another brand with additional features

H0: Decision of switch to another brand with additional features is independent of gender

H1: Decision of switch to another brand with additional features is dependent of gender

Since calculated value of chi square (37.48) is greater than critical value of chi square (7.815), we reject null hypothesis. Hence, Decision of switch to another brand with additional features is dependent of gender

Table 13 Opinion about Switch to another Brand with Additional Features

Smartphone Purchase from	Male	Female	Total
Mobile service provider	25	46	71
Authorized dealer	50	78	128
Manufacturer retail shop	15	28	43
Online shopping	105	136	241
Others	5	12	17
Total	200	300	500

Table 13 shows data related to from where the respondent had purchased the smartphone.

H0: Purchase decision of smartphone at specific shop is independent of gender

H1: Purchase decision of smartphone at specific shop is dependent of gender

Since calculated value of chi square (2.58) is less than critical value of chi square (5.991), we are fail to reject null hypothesis. Hence, Purchase decision of smart phone at specific shop is independent of gender

Table 14 Satisfaction Level with Current Smartphone by the Respondents

Satisfaction level	Male	Female	Total
Very satisfied	24	44	68
Satisfied	98	156	254
Neutral	5	8	13
Fair	25	32	57
Dissatisfied	48	60	108
Total	200	300	500

Table 14 shows level of influence the social media (Facebook, you tube, Instagram) made on purchased of smartphone

H0: Satisfaction level of current smartphone by the customers is independent of gender

H1: Satisfaction level of current smartphone by the customers is dependent of gender

Since calculated value of chi square (2.094) is less than critical value of chi square (5.991), we are fail to reject null hypothesis. Hence, Satisfaction level of current smartphone by the customers is independent of gender

Table 15 Changing Time of Existing Smartphone with New One

Changing time	Male	Female	Total
Less than 1 year	52	62	114
1-2 years	25	104	129
2-3 years	64	84	148
More than 3 years	24	50	74
Total	200	300	500

Table 15 shows Changing time of existing smartphone with new one by the respondents.

H0: Smartphone changing time by the customers is independent of gender

H1: Smartphone changing time by the customers is dependent of gender

Since calculated value of chi square (5.231) is less than critical value of chi square (5.991), we are fail to reject null hypothesis.

Hence, Smartphone changing time by the customers is independent of gender

Table16 Level of Influence the Social Media (Face book, you tube, Instagram) Made on Purchased of Smartphone

level of influence	Male	Female	Total
Most Influential	102	173	275
Very Influential	57	65	122
Influential	24	42	66
Slightly Influential	13	18	31
Not Influential	4	2	6
Total	200	300	500

Table 16 shows the data related to Level of influence the social media (Facebook, you tube, Instagram) made on purchased of Smartphone

H0: Level of influence through the social media (Facebook, you tube, Instagram) during the purchase of Smartphone is independent of gender.

H0: Level of influence through the social media (Facebook, you tube, Instagram) during the purchase of Smartphone is dependent of gender.

Since calculated value of chi square (5.456) is less than critical value of chi square (5.991), we are fail to reject null hypothesis.

Hence, Level of influence through the social media (Facebook, you tube, Instagram) during the purchase of Smartphone is independent of gender.

Exploratory Factor Analysis

Table17 Sampling Adequacy and Significant Correlation among Latent Variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.673
Bartlett's Test of Sphericity	Approx. Chi-Square	894.52
	Df	420
	Sig.	0.000

Table 18 Total Variance Explained by Components

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.632	25.994	25.994	5.632	25.994	25.994	3.624	19.56	21.603
2	2.998	14.652	40.646	2.998	14.652	40.646	2.232	14.635	36.238
3	1.726	8.426	49.072	1.726	8.426	49.072	1.926	10.626	46.864
4	1.112	7.925	56.997	1.112	7.925	56.997	1.265	8.762	55.626
5	1.087	6.816	63.813	1.087	6.816	63.813	1.116	7.966	63.592
6	1.041	5.651	69.464	1.041	5.651	69.464	1.019	5.872	69.464
7	0.987	5.296	74.76						
8	0.854	5.163	79.923						
9	0.724	4.365	84.288						
10	0.714	4.894	89.182						
11	0.654	4.436	93.618						
12	0.552	3.256	96.874						
13	0.515	3.126	100						

Extraction Method: Principal Component Analysis.

Table 17 show the sampling adequacy and significant correlation among latent variables. KMO statistics is 0.673 which is lies in the acceptable limit of 0.50 to 1.0. KMO statistics confirm the sampling adequacy for further study of variable Bartlett's tests of Sphericity also confirm the significance

Table 18 show the total variance explained by Principle Component Analysis methodology. Principle Component Analysis extracted 6 components above 1 Eigenvalues. Six components explained total 69.464% variance. From 1 to 6 components variance is in descending order. First component explained 19.56% variance after rotation. Second component explained 14.635% variance after rotation same as third component explained 10.626% variance while fourth and fifth component explained 8.762% and 7.966% variance respectively. And in the last, sixth component explained 5.872% variance. Above table also show that 6 factor has been extracted from the analysis of variables. Only first six factors are important for study.

Table 19 Component Matrix after Rotation

Rotated Component Matrix						
	Component					
	1	2	3	4	5	6
Family and friends	0.457	-	-	-	-	-
Social status	0.112	-	-	-	-	-
Well-known brand name	-	0.679	-	-	-	-
Quality of the product	-	0.654	-	-	-	-
Satisfaction for previous product of certain brand	-	0.565	-	-	-	-
After sales services	-	-	0.578	-	-	-
Technical aspect- Battery life, camera quality etc.	-	-	0.678	-	-	-
Festival season/ promotions	-	-	-	0.666	-	-
Advertisement	-	-	-	0.676	-	-
Financing	-	-	-	0.525	-	-
Latest Technology	-	-	-	-	0.625	-
Memory	-	-	-	-	0.712	-
Price	-	-	-	-	-	0.772
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 14 iterations.						

Table 19 shows the rotated component matrix. For rotation, researchers used the Varimax with Kaiser Normalization methodology. Rotation has been converged in 14 iterations. Alpha (factor loading) of variables family and friends and social status lie in the first factor. Alpha (factor loading) of variables well-known brand name, Quality of the product and Satisfaction for previous product of certain brand lie in the second factor. Alphas (factor loading) of variables after sales services and Technical aspect- Battery life, camera quality etc. lie in the third factor. Alpha (factor loading) of variables Festival season/ promotions, Advertisement and financing represent the fourth factor. Alpha (factor loading) of variables latest technology and memory size are representing fifth factor. Alphas (factor loading) of variable price is representing the sixth component.

Table 20 Identified Factors after Factor Loading

Factor No.	Name of Factor	Total Variance Explained (%)	Variables	Factor loading
F1	Price	19.560	Price	0.772
F2	Latest Technology and Memory	14.635	Latest Technology	0.625
			Memory	0.712
F3	Satisfaction, well known brand and quality	10.626	Satisfaction for previous product of certain brand	0.565
			Well-known brand name	0.679
			Quality of the product	0.654
F4	Special offers and advertisement	8.762	Festival season/ promotions	0.666
			advertisement	0.676
			Financing	0.525
F5	Technical aspect and after sales service	7.966	After sales services	0.578
			Technical aspect- Battery life, camera quality etc	0.678
F6	Family recommendation and social status	5.872	Family and friends	0.457
			Social status	0.112

Table 20 show the identified factor which play important role in buy decision of smart phone buyers. Above table revealed six factors which are explained total 69.464% variance. Smart phone buyer give the most preference to price of the product while

making smart buying decision. Second preference was given to Latest technology and memory. Second factor which play second most important role in the buying decision of smart phone buyers. Satisfaction for previous product of certain brand, well-known brand name and quality of product is third largest important factor which preferred by the respondents. Third factor explained 10.626% variance. Special offers and advertisement of smart phone is considered by people while they buying a smart phone. Special offers and advertisement factor include Festival season/ promotions, advertisement and financing. Fourth factor explained total 8.762% variance. People also preferred Technical aspect and after sales service in their smart phone. Fifth factor explained total 7.966% variance. Table also revealed that Family recommendation and social status also influence the buying decision of smart phone buyer.

Factor price is most preferred by people while they buy smart phone. Second most preferred factor is Latest technology and memory. Third most preferred factor is satisfaction for previous product of certain brand, well-known brand name and quality of product. Fourth most weighted factor is Festival season/ promotions, advertisement and financing of smart phone which play important role in buying decision. Fifth most component factor by people is Technical aspect and after sales service. Family recommendation and social status also play role in buying decision of smart phone.

6. Conclusion

Study conducted to identify the various factors which have active role in buy decision of smart phone. Research study shows that buy decision of smart phone not influence by only one or two variable but a number of large variable play active role in buy decision. Through the data analysis seven factors have extracted which explained the variance in buy decision of smart phone. Study reveals that factor price, Latest Technology & Memory size were most considered by people while purchasing a smart phone. Satisfaction about existing brand, well-known brand and quality of product play role in buy decision of smart phone. Special advertisement and offers of smart phone also considered buy people. Study shows that many buyers also technical aspects and after sales service of smart phone. The research has revealed that many factors are deemed as selection criteria of smart phone. It is not necessarily all the variables influence a person in the same way and same extent.

Nokia the topmost brand in last decade was no more in the mobile phone market due to lack of technological changes as Samsung are taking market share away from Nokia. This loss of market share is partly due to Nokia's refusal to incorporate new technologies, and also to the improvement in quality in the manufacture of Samsung mobile phones. Each smart phone manufacturer should carefully re-think its strategy when producing, marketing and distributing these devices and focus on brand personality, brand positioning, product design and differentiation. People attracted towards newer technology and will be able to shift from one mobile phone to another if it uses better technology. Smart phone companies should carry out periodic survey to help in identifying these new technology features and decide which ones to add to its product. Moreover, by determining which combination of these features match the current trends and consumer needs would be memory to a smart phone companies. In turn, latest technology is also very important in the success of the brand. Manufacturers of different smart phone brands are improving on the latest technology and quality of the brand, they should also consider the price of selling it so as to make it affordable to all persons. It is recommended that companies concentrate more on developing quality and affordable smart phones and spend more time on enhancing their products to offer it at lower prices which can be done by employing cost reduction measures.

7. References

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