



**NEAR EAST UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES  
DEPARTMENT OF MARKETING**

**FACTORS AFFECTING ONLINE PURCHASE INTENTION OF  
SMARTPHONES ON GENERATION Y**

**MSc. THESIS**

**MIAMA MAMA PEWEE**

**NICOSIA**

**MAY 2023**

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## Approval

We certify that we have read the thesis submitted by **MIAMA MAMA PEWEE** titled **“FACTORS AFFECTING ONLINE PURCHASE INTENTION OF SMARTPHONES ON GENERATIONAL Y”** and that in our combined opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Marketing.

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## **Declaration**

I declare on behalf of the Institute of Graduate Studies at Near East University that all information used in this thesis was gathered and presented in accordance with accepted academic practices and ethical guidelines. Any non-original content I've used has been cited and given due credit in accordance with these rules.

Miama Mama Pewe

May 25,2023

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**ABSTRACT****“FACTORS AFFECTING ONLINE PURCHASE INTENTION OF  
SMARTPHONES ON GENERATIONALY”****MIAMA MAMA PEWEE****Supervisor: Assoc. Prof. Dr. AHMET ERTUGAN****MA, Department of Marketing****MAY 2023, 85 pages**

For members of Generation Y, smartphones have become an essential aspect of daily life. Generational Y also known as the Millennial generation, is a large consumer group and it covers the ages between 1984 and 1994. Generation Y is a significant market segment since it has a lot of discretionary cash and tends to make more independent purchasing decisions. This research study answered critical questions like, is there a strong correlation between social influence and smartphone purchasing intentions? What is the correlation between pricing and smartphone buying intentions? A sample of 302 Generation Y respondents from the Faculty of Economic and Administrative Sciences completed a questionnaire for this study. It has been discovered that the only factors that significantly affect the online purchase intention of smartphones are perceived usefulness and purchase intention. Perceived ease of use and price are statistically insignificant additional factors. Therefore, in order to evaluate and enhance their sales, marketers in the smartphone sector might take these elements into account.

**Keywords:** Generation Y, Millennial generation, Smartphones, Purchase Intention, Price

## ÖZET

### "AKILLI TELEFONLARIN NESİLDEN NESİLE ÇEVİRİMİÇİ SATIN ALMA NİYETİNİ ETKİLEYEN FAKTÖRLER"

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Y Kuşağı üyeleri için akıllı telefonlar günlük yaşamın vazgeçilmez bir yönü haline geldi. Y Kuşağı olarak da bilinen Y kuşağı, büyük bir tüketici grubudur ve 1984 ile 1994 arasındaki yaşları kapsar. Y Kuşağı, çok fazla isteğe bağlı nakit paraya sahip olduğu ve daha bağımsız satın alma kararları verme eğiliminde olduğu için önemli bir pazar segmentidir. Bu araştırma çalışması, sosyal etki ile akıllı telefon satın alma niyetleri arasında güçlü bir ilişki var mı gibi kritik soruları yanıtladı? Fiyatlandırma ve akıllı telefon satın alma niyetleri arasındaki ilişki nedir? İktisadi ve İdari Bilimler Fakültesi'nden 302 Y Kuşağı katılımcısından oluşan bir örneklem bu çalışma için bir anket doldurmuştur. Akıllı telefonların çevrimiçi satın alma niyetini önemli ölçüde etkileyen tek faktörün algılanan kullanılabilirlik ve satın alma niyeti olduğu keşfedilmiştir. Algılanan kullanım kolaylığı ve fiyat istatistiksel olarak önemsiz ek faktörlerdir. Bu nedenle, satışlarını değerlendirmek ve geliştirmek için akıllı telefon sektöründeki pazarlamacılar bu unsurları dikkate alabilir.

**Anahtar Kelimeler:** Y Kuşağı, Bin yıllık nesil, Akıllı Telefonlar, Satın Alma Niyeti, Fiyat

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## **List of Abbreviations**

<b>OPI:</b>	Online Purchase Intention
<b>BI:</b>	Perceived Usefulness
<b>BA</b>	Perceived ease of Use
<b>NEU</b>	Near East University
<b>SPSS:</b>	Statistical Package for Social Sciences

## CHAPTER I

### **Background of the Study**

Recently, there has been a noticeable improvement in the way that individuals use and interact with the internet. More and more people, especially university students are using the internet to do more things because of the popularity of smartphones and tablets, the availability of Wi-Fi and 4G technologies, and advancements in social networking websites like Facebook and apps. The majority of internet users are under 44 years old, with use being equally prevalent among Generation Y or those aged 26 to 41. According to a study that was published in March 2017 by the Youth Justice Board of England on the subject of young people's usage of the internet and social media, this is the case.

It has been noted by Nkosivile (2018) that due to the plethora of cell phones on the market, customers are spoiled for choice. There is a wide selection of cell phones on the market, although the motivations behind users' preferences for certain models and manufacturers remain obscure. But it's obvious that there's more to it than just meeting practical requirements. Consumers often make purchases for either practical or hedonic motives, as shown by surveys and studies. Increased demand for smartphones has resulted in billions of dollars in revenue for the smartphone industry over the last several years, particularly in developed countries and among college students.

Millennials or Generation Ys are a set of consumers born during the time when technology is assumed to be at its peak and transforming the most integral part of human response to their own life, standards, and way of looking at things. This generation has embraced technology to an extent of being able to move with it at its pace as it grows. It has been noticed that this generation experiences a lack of physical presence and personal relations have become less important as both occurrences are attributed to the digital age that they find themselves.

It is clear how these traits make this generation more sensitive about technological faults and impatient, and the ability to provide rapid solutions that are nonetheless effective is becoming more and more valued and wanted in many sectors of life.

A smartphone is the most favored kind of smart device among European Millennials, according to research conducted by Vocalink Gateways both personal and commercial data, and mobile devices, both on-premises and in the cloud, provide access to this

data. Millennials' lead traces were kept throughout the usage of such gadgets, not only with respect to themselves but also to their connections. Due to the fact that certain security rules have been established and matching technological procedures have been put into place, the owner of the smartphone is regarded as a partial administrator of the device. However, technological advancements by themselves are not sufficient to solve security problems. Because of this, the human component has to be evaluated by first gaining knowledge of the user, then building more effective security measures, and finally promoting good security practices via engagement and cooperation.

There are numerous types of research on consumer perceptions that influence customers' intentions to buy smartphones, but there aren't many that concentrate explicitly on consumers' intentions to buy smartphone brands. This is true despite the fact that several types of research have been done on how customer perception affects purchasing decision toward smartphone. Researchers Rahim et al. (2016) examined the variables that affect college students' decisions to buy cell phones. The features of the product itself, the impact of social groupings, and the consumer's readiness to accept concessions for the sake of the product are some of these variables. On the other side, Shahbrin and others. (2017) conducted research on the factors that influence the smartphone purchase choice of Generation Y consumers. These factors included brand concern, social needs, social, and other factors. It is very evident that the research conducted in Malaysia looked at mobile devices from all around the globe, and not only Chinese brands of smartphones particularly. Due to the high level of technology literacy present in the 21st century, customers prioritize other factors when choosing a smartphone over perceived usefulness or simplicity of use (Hab et al. , 2017; Martawilaga and Purwanegara, 2016).

In addition, Millennials lived through the growth of the internet, which has led to their being referred to as "digital natives." They are also the generation with the highest level of education, and they utilize electronic gadgets in their profession, their studies, and even for socializing. They prefer to communicate in a less formal manner by texting and sending messages rather than calling people on the phone. As a result, they view their cell phones as an absolute need in their lives and will never leave the house without them. The smartphone has emerged as one of the most significant pieces of technology that have integrated seamlessly into our daily lives in this era of modern technology. It is a smartphone that can perform Internet-based tasks nearly at the same level as a PC.

Recent innovations in technology, such as wireless applications, have had far-reaching effects on communications throughout the globe, inspiring the creation of novel methods of bridging space and time. Consumers' spending habits and ways of life have been altered by the smartphone sector. Adapting to a changing business climate, spotting emerging possibilities and challenges (such as new rivals), and eventually increasing profits are all top priorities for businesses in this sector. The ability to adapt to new circumstances is crucial to a company's survival in a free market (Rowe et al. quoted in Kuratko and Hodgetts 1998).” The technical, economic, social, politico-governmental, and international settings all have significant effects on the mobile market. This section examines the factors that shape the South African smartphone market and how these factors came to be.

Individuals between the ages of 20 and 34 had the greatest rates of smartphone ownership and adoption. Most participants in this survey are between the ages of 23 and 38, putting them squarely in the Millennial demographic. Given that Millennials have more purchasing power than any other generation and that their spending reflects the extent to which technology is integrated into their everyday lives (Yan, 2018), it would be interesting to research their perspective on cell phones.

With all this said, the researcher chose to study Generation Y because this generation is described to be selfish, narcissistic, impatient, and self-entitled and in order for this generation to be understood it is important that more study be done.

### **Problem Statement**

Smartphone technology keeps on changing almost every day with the shifting demands of consumers according to the available need at a given time for a certain technology. This has kept the producers on their toes trying to keep up with the market demands. This has however not been very easy since it has proven to be very difficult to satisfy a certain carder of clients who are forming the larger percentage of the client base, Generation Y, whose demands and interests are never easy to understand as they keep on shifting. This has presented a big challenge to mobile manufacturing firms who are forced to keep tracking the interest of the millennia in order to produce and have relevant products in the market, as well as know where best to market their products. Researchers have tried following up on the interest of this generation and publishing research papers on the same, but because of the continuous mobility of thought and preference, there is still a need to find out more.

Based on what has been said, it is evident that studying Millennials' purchasing habits in relation to their smartphone use is something that should get a lot of attention. In order to better understand how today's young use and feel about their mobile devices, further study on Generation Y is required. You can't effectively sell to this demographic without doing this first. Generation Y is worth studying because members of this generation have distinctive perspectives on and comfort of using smartphones and other forms of wireless technology. As a rising market, Generation Y customers are of interest, yet little is known about their consumption habits, especially as they relate to mobile devices.

### **General Objective**

The general objective of this study is to find out how Generation Y choose smartphone on the Internet.

### **Research Objectives**

1. To determine the effects of online shopping on smartphones among young people at the Faculty of Economic and Administrative Sciences.
2. To understand the influence of the internet on the millennial generation's decision-making process.
3. To evaluate things young people, consider while purchasing smartphones online.

### **Research Questions**

1. Does there exist a relationship between perceived ease of use and smartphone purchasing intentions?
2. What is the link between pricing and smartphone buying intentions?
3. Is there an association between social influence and smartphone purchasing intentions?
4. What effect does perceived ease of use have on buying intention?
5. Does price influence buying behavior?

### **Significance of the Study**

Findings from this research will be used to determine the importance of the Internet among young people at the Faculty of Economic and Administrative Sciences



at the Near East University. Smartphone manufacturing companies and marketers can use the findings of this study to know their customer's preferences for the products and the current trending brands and technologies mostly preferred by young people to inform their production trends.

Marketers of smartphones can also use these findings to ascertain the best marketing platforms and exactly what to present to certain age groups to remain relevant in business based on your client base. These will help them formulate market best strategies.

People found in the categories of Generation Y can read the findings to understand the influence social media has on their purchase intentions and why so to help them update on the new technologies in the market to know exactly what to go for.

### **Scope of the Study**

The study will be conducted among young people at the Faculty of Economic and Administrative Sciences at Near East University. The primary age group for the study, usually known as Generation Y, will be young individuals between the ages of 26 and 41.

### **Definition of Term**

**Smartphone:** A touchscreen smartphone that performs a number of computer tasks and has a touch interface.

**Generation Y** - a group of people born between 1980 and 1996.

**Smartphone** - is a smartphone that can replace many of your computer's tasks; it has a touchscreen interface, access to the internet, and an operating system that can execute applications you've downloaded.

**Purchase Intention** - the likelihood that a consumer will make a purchase from your company within a certain time frame, usually within the next six to twelve months, as Davis (1986) defines.

**Perceived Usefulness** as the subjective belief of users that the adoption of certain technology would lead to an increase in productivity(Davis, 1989) .

**Perceived Ease of Use** - is "the degree to which a person perceives that utilizing a given system would be devoid of effort" (Davis, 1989). Technology adoption, satisfaction, and how helpful users find new tools to be are all intertwined with the perception of how easy they are to use.

**Price** - the sum of money that is due, owed, or exchanged for a product or service it's possible that the land's value will skyrocket (Davis, 1989).

**Social Influence** - behavioral modifications that people make to fit in with their surroundings. It manifests itself in several contexts, such as when people comply with rules, learn social norms, follow orders, buy products, or interact with leaders and customers (Davis, 1989).

**Perceived Quality** - (Davis, 1989) a customer's "perceived quality" of a product, brand, or company is their overall perception of its quality as determined by their five senses (sight, hearing, touch, and smell).

### **Limitations of the Study**

This research has a number of limitations, for starters, the sample was only drawn from the Faculty of Economic and Administrative Science at Near East University, therefore its results may not be applicable to a broader managerial context. Second, there were only six hypothesized independent variables in this study, and it's possible that other factors than these six also influenced respondents' purchase intentions. Potentially important determinants of respondents' smartphone purchase intentions from the Faculty of Economic and Administrative Science were not included in this study. Another issue is the questions are drawn from international research that may not be relevant to the Department of Economics and Business Administration. The literature has been utilized extensively in this investigation. Since this study relied on a self-administered questionnaire, there's a chance that some participants didn't fully grasp the nature of the questions being asked and therefore picked an answer at random without giving it much thought. Without study, answers might be quite subjective, and different individuals could reach very different conclusions about what was being asked. Due to these and other factors, the reliability of the data and conclusions drawn may be compromised.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **Introduction**

This chapter reviews the theoretical aspect of the study. It focuses on the review of published literature relating to characteristics of Generation Y in regard to Information Technology and Communication, their interaction with a smartphone as an important device of communication, and the influence of the internet on the purchase of smartphones among the millennials. The chapter contains both a theoretical review of the literature materials as well an empirical review. It gives a theoretical account and a summary of the research study.

Generation Y is one of the customer segments that has been extensively studied in market segmentation research. It is debatable whether or not to categorize this population into different generations according to their birth years. They are, however, frequently grouped between Generation X and Generation Z. Table 1 lists the generational groups and the proportion of Malaysia's population that belongs to each cohort. Malaysia's population's age distribution in 2015.

This confirms the prediction made by Sanderson (2010), who asserts that Generation Y has a global purchasing power that is more than three times greater than Generation X. Marketing professionals that have a thorough understanding of Generation Y's characteristics and social structure may be better able to appeal to them and maintain their market dominance. Generation Y's time period and globalization are closely related ( Sanderson, 2010). The technology that powers social networking sites and instant messaging services has made enormous strides in recent years. Modern means of communication have made interpersonal interaction simpler. Generation Y's development in terms of cognition, emotion, and society has been impacted by early exposure to the digital environment (Immordino-Yang et al., 2012). In addition to the impact of technology, Generation Y has been viewed as a distinct consumer group that generally does not engage in the same activities or make the same purchases as their parents did (Deloitte, 2009). Generation Y varies from their ancestors since they were raised in the digital age and hold different values and opinions, according to Sanderson (2010). Their extensive knowledge influences how people view a range of goods and services, including the smartphones they select to

use (Cheng et al., 2011). This generation consumes media information five times more quickly than previous generations (Wilson and Field, 2007).

Many individuals rely on their smartphones, which now serve as little personal computers in their daily lives. This smartphone may be used for a wide range of tasks, including communication, purchases, and research. Every conceivable task may be accomplished with the help of a smartphone app (Mackenzie, 2006). A smartphone, as defined by Cassavoy (2012), is “a device that enables users to make telephone calls and, at the same time, has several features that allow us to perform several activities that support us in performing computer-type functions,” such as email, word processing, photo taking, and video recording.

### **Purchase Intention**

Purchase intention refers to the inclination of customers to perform the actual purchase activity. Purchase intention demonstrates a propensity person to acquire a product and his judgment of other possibilities based on preferences, experiences, and external influences (Zeithaml, 1988). According to Kotler (2000), purchase intent may be seen as a proxy for success and is often used in the prediction of consumer behavior (Kotler , 2000) . According to Dodds and Monroe (1985), purchase intention refers to a buyer’s behavioral predisposition to make a purchase of a product. Li and Biocca’s research from 2002 found that purchase intent is a trustworthy determinant of consumer behavior (Dodds and Monroe 1985).

A consumer’s purchase intent is the degree to which they plan to make a future purchase of a product or service (David, 2013). According to Zeithaml (1998), a person’s purchasing intention also reveals their desire to purchase a particular good, and how they evaluate their alternative possibilities depends on their preferences, knowledge, and outside influences. As a result, it may be claimed that having a buying intention is similar to making a choice.

Additionally, Kotler (2000) stated that purchase intention, an everyday effective metric, can be used to forecast response behavior. Users have access to a certain product because of their purchasing habits (Kotler , 2000).

In market research, the idea of purchase intent has also been investigated as a way to represent clients’ buying habits (Yang, 2014). Positive purchasing intentions are also considered to influence consumers’ future plans to make additional purchases (Gefen, 2004). What’s on the minds of consumers at cross purposes indicates their propensity

to buy, say Blackwell et al. (2001). Consumers, according to comparable studies, will first identify the product they want to buy before proceeding to learn more about the product, assess it, buy it, and provide feedback on how satisfied they are with the purchase.

This means they'll do their homework before making a purchase to ensure they're getting exactly what they want. Smartphone buyers may choose from a wide variety of popular brands in today's market. As a result, there will be wide variations in customer preferences. Buyers' decisions are influenced by a variety of factors, including price, quality, brand loyalty, the availability of other options, and the thrill of the purchase (Leo et al., 2005).

Therefore, it is crucial to investigate what motivates a person to buy a smartphone. The purpose of this investigation is to learn more about the weight that various elements including product features, brand recognition, peer pressure, and foregone convenience have on consumers' ultimate smartphone purchase choices.

Additionally, a consumer's buying intention reveals if they are willing to buy a product (Schiffman & Kanuk, 2000). Before committing to a purchase, consumers would likely do research on available options, including comparing different brands of the desired product. According to Darden (2000), consumers' intentions to purchase before use a product might be clarified by a five-step procedure that begins with realizing they have a need and continuing with seeking conveniently available information, considering alternatives, buying the goods, and finally settling on a brand. Consumers' intentions to acquire smartphones also follow this conventional purchasing strategy (Karjaluoto, 2005). When planning to buy a smartphone, users typically take into account factors including brand name, product quality, price, and function capability (Tran, 2018).

Additionally, marketers employ purchase intention by way of a method to forecast sales of their products or services (Armstrong, 2000). Thus, in order to segment their market, marketers are very interested in learning about and comprehending the purchasing intentions of their potential clients. To meet their needs, users can choose from a variety of Chinese smartphone brands. As a result, consumers have different preferences and tastes from one another.

In addition, the desire to buy is used as a statistic for forecasting what customers will actually buy (Bonnie et al., 2007). In addition, customer propensity to act in a certain way in relation to a product is known as purchase intent and is often quantified in relation to intent to purchase (Kim & Kim, 2004).

Furthermore, demand forecasting may make use of purchasing intent (Armstrong et al., 2000). In conclusion, competitive advantage, cost, peer pressure, and product suitability all have a beneficial role in shaping consumer intent to buy (Juha et al, 2008).

Additionally, a consumer's likelihood of making a purchase is affected by the shopper's purpose to buy purchasing action, by determining the strength of buying intention, consumers may increase their chances of making a purchase (Schiffman & Kanuk, 2000). A consumer's propensity to buy a smartphone is heavily influenced by their opinion of the device's relative value and the amount of work involved in acquiring one.

Assael (2004) made it clear that customers are meant to buy a certain product after much deliberation in order to achieve a particular degree of satisfaction (Assael, 2004). A consumer's mind is often still up in the air when it comes to making a purchase, the amount of time a consumer plans to wait before making a purchase is analyzed in the product. For instance, if customers have immediate plans to buy the goods, this indicates a high degree of purchase intent. In contrast, a weaker purchase intent is indicated if buyers are ready to wait half a year to make a purchase (Boyd and Mason, 1999). First, customers rely heavily on their own experiences and other sources of information when making purchases; second, after amassing a given amount of data, consumers often assess things by comparing and evaluating their relative merits. At the end of the buying process, clients choose the product they want to buy.

Influencers' perceived informativeness and entertainment value increased customers' attitudes on their tendency to make online purchases, as shown by previous research (Lou & Yuan, 2019). Influencer marketing may be thought of as a kind of online advertising. This research looked at how advertising by online influencers affected people's inclination to make purchases on the web. Those who have amassed a sizable fan base via regular, weekly broadcasts of live-streamed content and monetized it successfully are considered "opinion leaders." These broadcasters have a solid streaming setup, never missed a broadcast, and aggressively advocate for live streaming (Woodcock & Johnson, 2019). Throughout the content marketing era's market expansion, a wide variety of influencer types emerged and rapidly populated every conceivable market niche (Trivedi & Sama, 2020). Limited study has been undertaken on the elements impacting behavioral intention and online purchase intention in the setting of live-streaming purchasing, which ties experience results to

final behavioral repercussions towards the willingness of such buy. Trust, e-word oblivion, and social proof are three behavioral intention control characteristics that have been shown in prior anecdotal research studies conducted in digital marketing contexts (Gilda, 2018; Ruangkanjanases et al 2020).

The current analysis suggested that while previous research had indicated a positive and considerable link between online purchase intent and behavior, the degree of the relationship differed among studies and settings. Multiple variables may affect the strength of the connection between intentions and actions. Several of these factors related to differences in the target demographic, while others were attributable to differences in methodology or product type. Something besides impulses and experiences could affect consumers' behavioral intentions when it comes to live-streamed internet transactions. Behaviors that are governed by one's values and beliefs, such as one's online.

Changes in shopping habits may result from a variety of personality attributes, including a penchant for retail therapy, high levels of self-confidence, the ability to solve problems independently, a taste for the finer things in life, comfort with internet shopping, and so on (Q. Su et al., 2020). It is expected that consumers' online shopping behavior would be influenced by these personality qualities. So, the most recent theory was... resulted in greater online shopping intent among those who were influenced by celebrities and other public figures (Lim et al., 2017).

Having a purchase intention for a product or service does not guarantee that you will really make the purchase, since this relies on the individual's capacity to execute (Warshaw & Davis, 1985; Qun et al., 2012). An individual's desire to make a purchase may be inferred from what they mentally "cross," as stated by Blackwell (2001). Similar studies have shown that when customers identify the thing they want to buy, they would seek out information about the product, assess the product, make a purchase, and provide feedback. So, they'll do their homework beforehand to ensure they're getting the best goods for their money.

Smartphone buyers may choose from a wide variety of popular brands in today's market. So, naturally, there would be variations in customer preferences. The attributes of the customer, such as brand name, price, quality, recreation, innovation awareness, a willingness to try new things, and impulsiveness, all play a role in shaping their purchasing habits (Leo et al., 2005). Therefore, it is crucial to investigate what motivates a person to buy a smartphone. The drive of this study is to analyze the impact

of smartphone features, brand awareness, peer pressure, and willingness to make sacrifices on consumers' propensity to make a purchase.

### **Technology Acceptance Model**

The Technology Acceptance Model (TAM) is a broadly accepted framework for understanding and foreseeing people's attitudes toward new forms of technology (Olumide, 2016). TAM is an offshoot of TRA, which proposes that people's actions in social situations are driven by their beliefs and their desire to achieve certain goals. The Technology Acceptance Model (TAM) analyzes how people's beliefs about the value of various technologies influence their actual usage of such technologies, most notably the internet (Gefen et al., 2003). Users' perceptions of the technology's usefulness in facilitating their job are important to its adoption.

Indeed, research has shown that consumers' perceptions of an item's utility have a substantial impact on whether or not they decide to make a purchase on a website and also have a substantial bearing on the (McCloskey, 2006). A customer's anticipation that making an online purchase would be easier than making a purchase in a physical shop is an example of perceived ease of use or buying (Koufaris, 2002). Perceived ease of use in e-commerce, however, has no appreciable impact on online shoppers' attitudes or intentions (Hernandez et al., 2011).

Young customers gain skills, information, and attitudes important to their buying behavior in the market, as shown by Quintal et al. (2016), and Ward's (1974) CST predicts that communication among consumers impacts their cognitive, emotional, and behavioral attitudes (Basu & Sondhi, 2014). Adolescents, according to the peer socialization model (Becker & Curry, 2014), are influenced to adopt the norms and practices of their peer group via a combination of observational learning and social pressure to comply. The internet has altered consumer behavior in terms of socializing by facilitating communication between people with like interests and backgrounds (Wang et al. 2012).

As an added bonus, the TAM is the go-to theory for information systems research when trying to understand why and how organizations embrace new technologies (Karahanna, 2003). An instance of an info system is a website that provides its visitors with many types of data. It's not hard to see why TAM is considered the central theory of tech diffusion. The Theory of Reasoned Action (TRA) paradigm, according to Fishbein and Ajzen, demonstrates how attitude impacts behavior. This assertion is also supported by Hongyao's (2013) discovery that how



potential adopters perceive the value and simplicity of an information system influences their behavioral intentions to utilize it. Others argue that the two often-used measures of how useful and how usable a technology is are completely unsuited as mediators since they have no effect on how people feel about the technology (Ventakes, 1999). Additionally, the TAM claimed that the desire to utilize a technology product depends on the attitude toward that product (Agrebi & Jallais, 2015). Two constructs that Davis (2017) created for usefulness and usability have since become the main drivers of information system acceptability. It is envisaged that the perceived utility and perceived usability of technology would be able to influence a person's attitude toward accepting technology to the extent that both of these beliefs can justify utilizing the technology.

Previous research has used the TAM to analyze the variables that contribute to a consumer's decision to acquire a smartphone (Haba, 2017). Also, prior studies have shown that customers' perceptions of a product's utility and ease of use affect their propensity to make a purchase (Stoel, 2008).

The TAM has been utilized in the antecedent study to look into the variables that affect a person's desire to buy a smartphone (Lau 2017). In addition, there are studies that were done in the past that concluded that the perceived utility and perceived ease of alter the customers' desire to make a purchase when they are used (Ha & Stoel, 2008). Venkatesh and Bala (Venkatesh & Bala, 2008) combined the antecedents of perceived usefulness and perceived ease of use in a single model in response to criticism that TAM did not provide enough practical guidance to practitioners. They also looked at the relationship between the antecedents and perception variables to rule out cross-over effects (Lee, Kozar & Larsen, 2003). The plan's endgame was to provide a nomological web that could give a comprehensive account of how technology spread. The authors argued that the determinants of perceived utility is distinct in order toward provide consistency to the studies that had previously shown incongruence between the two (Agarwal & Karahanna, 2000; Venkatesh & Davis, 2000).

As direct determinants of perceived ease of use, the model clearly takes into consideration perceived external control, computer fear, playfulness, felt pleasure, and objective usability for the first time (Venkatesh & Bala, 2008). Human decision-making research provided the inspiration for include these preconditions. Two distinct classes of anchoring and adjusting variables make up the antecedents of perceived ease of use. An individual's first impression of an information system's usability is

influenced by anchoring variables, whereas subsequent evaluations are informed by adjustment factors (Venkatesh, 2000). Anxiety about computers, confidence in one's own ability to use computers, a sense of being in control of one's environment, and the computer itself all serve as anchors. With its many iterations, TAM has shown to be a useful theoretical instrument for forecasting user behavior in a broad variety of scenarios and across a number of fields and industries. Technology acceptance models have been used outside of the field of information systems management, in fields such as marketing and advertising. Given the prevalence of information systems in business, TAM has emerged as a useful method for analyzing how customers feel about chatbots, e-commerce sites, and other technologies that facilitate online purchasing and sales (Gefen, Karahanna, & Straub, 2003). TAM was used, for instance, to learn how customers evaluate e-commerce sites and how that affects their propensity to make purchases there. It was shown that TAM components, particularly trust, explain a significant amount of the variation in consumers' attitudes regarding IS technologies and their subsequent behaviors (Gefen, Karahanna & Straub, 2003). The use of chatbots in e-commerce, which influenced consumers' desire to make a purchase, may also be explained by TAM (Arajo & Casais, 2020). However, when verified on together new and returning clients of online retailers, the model could accurately predict the behavior of just the returning customers (Gefen, Karahanna et al) playfulness. Users' confidence in technology and their ability to effectively use it are reflected in the first three pillars (Venkatesh & Bala, 2008).

### **Perceived Usefulness**

Customers' expectations of the results they'll get from utilizing or experiencing a product or service are another component of its perceived usefulness (Rutyer, 2004). The perceived utility of a new technology is an indicator of its likely behavioral goal (Venkatesh, 2000). According to Franco and Roldan (2005), there is a robust connection between perceived usefulness and behavioral or buying intention among goal-directed users. It is shown that the perceived utility of smartphones is a significant factor in the adoption of smartphones among young consumers in Malaysia (I, 2014). One aspect that might foretell how people will utilize emerging technologies is how they are seen to be beneficial (Venkatesh, 2000). According to Franco and Roldan (2005), there is a robust correlation between users who have clear goals in mind and those who rate a service highly in terms of perceived utility and who are likely to take

action or make a purchase. It was discovered that the perceived utility of smartphones is a significant factor in the adoption of smartphones among young Malaysian consumers (Hong, 2014). Furthermore, Yang and Choi (2015) found that the intention to use a wearable device is influenced by perceived utility, with potential users preferring to fully employ the watch device above enjoying or benefiting from it.

According to Thokchom (2012), a consumer's desire to buy a smartphone is affected by how beneficial they believe the device to be. This is because smartphone users report that the device has increased their productivity and reduced their stress. An individual's opinion of a product's utility is a major factor in determining whether or not they will make a purchase, and Tan et al. (2017) note that this is especially true on social networking networks. Perceived usefulness is considered to affect women more than men (Wahid, 2007).

Users believe that possessing a smartphone demonstrates status more so than comprehending the entire usage or functionality of a smartphone, according to research conducted by Ismail (2016), which suggests perceived utility is not crucial to the purchase intention of smartphones. Although Haba et al. (2017) found that customers' perceptions of a smartphone's utility did influence whether or not they made a purchase decision, they concluded that this perception had no direct impact on the smartphone purchase intentions of Malaysia's working professionals. According to Ramayah and Ignatius (2005), perceived utility is not a crucial criterion once it comes to the decision to purchase online. This unexpected finding is likely attributable to the nature of the goods themselves, namely the widespread preference for the tried-and-true manner of shopping when it comes to necessities like groceries and cleaning supplies.

Some claim that perceived utility has little effect on the propensity to play online games since individuals engage in such activities for purely enjoyable reasons (Lu, 2004). There is also no connection between perceived utility and the desire to purchase online, as Juniwati (2014) found. Online purchasing has many advantages, but students have no plans to utilize them.

It has been known for some time that social value has an effect on consumer intent, as stated by Vigneron and Johnson (2004). In their investigation on the factors that influence consumers' decisions to spend money on high-end brands, Hung et al. (2011) found that a person's sense of social responsibility had a favorable impact on their propensity to do so. Research by Chew et al. (2007) on the determinants of

smartphone purchase intent in Malaysia indicated that individuals placed a high premium on their connections with friends and family. According to research conducted by Liao et al. (2007) on the variables affecting 3G mobile use in Taiwan, social value does not correlate with the inclination to buy.

More so, Juniwati (2014) found no connection between perceived utility and the propensity to purchase online. Despite the convenience of online buying, few students plan to utilize this service. Martawilaga and Purwanegara's (2016) research supports this view, since they discovered that perceived utility had little impact on consumers' propensity to make a purchase. This is due to the fact that customers have discovered the product's value to them, yet this discovery is not the primary factor that influences their purchase decisions. Mohammed (2018) found that the perceived utility of a smartphone had no effect on the propensity of members of Generation Z to buy that device. This is because the advantages of employing the technology are now generally acknowledged, making the practicality of the purchase moot.

### **Perceived Ease of Use**

Complexity is often avoided by people of all ages. Given the technological complexity of smartphones, consumers often choose for less complicated devices (Rakib, 2019). Perceived usability, as defined by Davis (1989), is the degree to which people anticipate minimal learning curves and effortful usage of a technology. According to Davis, Bagozzi, and Warshaw, perceived ease of use is associated with trouble-free functioning, convenience, adaptability, and little complexity (1989).

When discussing a smartphone, utility refers to the degree to which the device enables its users to carry out desired actions, such as conducting an Internet search or taking a photo with the camera. According to Blau (1989), when a product is seen as having a high degree of usability, users are more likely to trust it and have less misconceptions about it. In addition, perceived ease of use refers to the possibility that users may find an application to be useful while also feeling that it is exceedingly difficult to use and that the performance benefits are outweighed by the effort to do so (Lau, 2016).

To summarize Teo (2001), if a piece of technology seems user-friendly and doesn't call for much in the way of mental gymnastics on the part of the user, they are more likely to accept it. Tan, Goh, Wee, and Yeow (2017) state that perceived ease of use is a major factor in one's ability to evaluate many products and choose the best one. When

a product's perceived ease of use is high, it only takes a short period of time to learn how to use it (either by direct experience or by reading the instructions).

It has also been shown that customers are more attracted to and inclined to purchase a smartphone that has fewer buttons and fewer menus (Uddin, 2014). What's more, according to Wahid (2007), the perception of comfort of usage has a greater influence on female customers than it does on male customers. Therefore, it is assumed that the less complicated a technology is, the greater the number of people who will choose to use it. In addition, previous research (Suki, 2013) has shown that consumers' impressions of a product's use and convenience have a substantial bearing on whether or not they decide to make a purchase. Young customers in Malaysia are heavily impacted by the ease of use of cell phones, according to research by Hong, and Soh (2014). Consumers' likelihood to make a purchase may be accurately predicted by how simple they find the product to use, according to a study by Lau and colleagues (2016). Thokchom (2012) found that the ease with which a smartphone is seen also affected consumers' propensity to purchase one. That way, the smartphone a customer buys may really enhance their lives.

Perceived ease of use is another crucial component in customers' buying decisions, especially since social networking websites have made it so easy for users to examine product information (Tan et al., 2017).

However, according to a study by Haba and colleagues published in 2017, neither the perceived ease of use nor the perceived value of a product had a significant impact on Malaysian working professionals' desire to purchase a smartphone. This is because Malaysian working professionals place little significance on a phone's ease of use. We draw the conclusion that user perceptions of usability have no effect on individuals' levels of confidence in their own computer skills (Chau, 2001). Since the majority of respondents in Juniwati's (2014) study had never made an online purchase and have no plans to start now, the level of perceived ease of use is unlikely to influence their decision. Furthermore, Mohammed (2018) discovered that the perceived ease of use of mobile devices had no effect on Generation Z's propensity to purchase such devices. This might be because people no longer place a high value on the perception of how simple something is to use. Accessing and using technological resources, such as the Internet, is now a breeze.

If you want people to feel comfortable making purchases from your online business, you need to invest in a professional appearance. Customers' trust in an online shop's

reliability has a significant impact on how they interact with the store and other content on the site (Aghekyan-Simonian et al. 2012; Chen & Barnes, 2007). All details about a product, including but not limited to price, availability, and marketing, are shown in one convenient location: the online shop. To make a lasting impression on online shoppers, your web store should be both informed and welcoming. Numerous studies have shown that a well-informed online shop significantly increases consumer satisfaction, which in turn increases sales (Vasi et al., 2019). Customers' sense of safety in making purchases online is aided by the abundance of information provided by online retailers (Bucko et al. 2018).

In addition, since consumers are so interconnected online, the influence of social media on consumer behavior is substantial. When individuals think that there are few obstacles between them and the resources and opportunities available to them, they tend to report high levels of perceived control behavior (Ajzen, 2002). According to Niu (2013), a group of peers is a collection of people who can learn from and rely on each other's expertise.

### **Price**

As a result of the direct effect of prices on consumers, it is clear that pricing has a significant influence on consumers' purchasing decisions (Mai, 2016). It is also the amount of money willing buyers are to part with in return for a product or service (Armstrong, 2010). In addition, the amount of money consumers fork out to acquire a product is also known as its "price," as pointed out by Phan and Mai (2016). Thus, it is said, pricing is a major factor in whether or not a customer makes a purchase (Shabrin, 2017). This is because some buyers may consider the high price to be justified by the product's excellent quality and value. It's possible, however, that some people may argue that the investment wasn't worthwhile (Benjamin, 2013).

According to Nirushan (2017), a product's selling price may make or break its advertising. Customers' perceptions of a product's value are affected by its price, and some may be put off by a high asking price. In 2012, Kinney, Ridgway, and Monroe published research showing that customers' propensity to purchase a product decreased in relation to its price. A negative correlation between price and desire to buy is therefore established. Purchasing Chinese items is positively correlated with lower prices, according to a study evaluating the connection between price and customer opinions of this practice (Sarwar, 2013). Customers are very price sensitive,

therefore Chinese items are viewed as more affordable due of the country's use of cheap pricing practices. A consumer's willingness to pay a higher price for a smartphone may be affected by the advantages it provides.

Moreover, the term "price" is used to describe buyers' and sellers' mutual judgments of whether or not a product's asking price is fair. Customers are more inclined to base their evaluation of price fairness on external factors such as the cost of items, prior pricing, and rivals' prices. According to Hanaysha (2016), companies place heavy emphasis on pricing strategies that would increase profits. Value-conscious shoppers are always on the lookout for the best deals and cheapest pricing. Perceived-value pricing, promotional pricing, and markup are only few of the various methods of setting prices (Kotler, 2012). According to Isabella (2012), a number should be used to represent a markdown's magnitude when it's little, while a percentage should be used when it's significant. To strengthen customers' intent to purchase.

Sama and Jani (2014) and Chen, Chen, and Lin (2016) demonstrate that smartphone pricing is a significant consideration for consumers. Khan, Kulkarni, and Bharathi (2014) identify price as a factor that influences smartphone demand, and then investigate this phenomenon. Price is a major influence when it comes to selecting a smartphone brand, particularly among younger consumers. Customers are patient enough to wait for steeply-priced, newly introduced items to go on sale before making a purchasing decision (Riyath, 2014). Customers with moderate and low incomes are more likely to wait for price drops before making a purchase (Karjaluo, 2005). Nirushan (2017) asserts that consumers are price-sensitive, meaning that it has an effect on whether or not they decide to make a purchase. If the cost is too high, they are less likely to make a purchase.

According to Swani and Yoo (2010), "price" refers to the sum of money that is required, requested, or offered in exchange for a product. Both buyers and sellers place a high value on a fair price. The price of a product has a direct impact on the amount of money consumers are willing to spend on it (Bloch, 1995; Crilly et al., 2004; Mohd Azam et al., 2012). Researchers Kupiec and Revell found that consumers acquire these items to try to fulfill their own personal goals. All consumers have varied priorities, which change depending on the scenario and other considerations, as stated by Bettman, Johnson, and Payne (2000). Smart phone costs range from very cheap to very expensive; among other variables like quality, brand, specs, status, and so on, pricing is one of the most obvious ways in which smartphones may be distinguished

from one another (Kunaletal 2010). As a result, pricing has an undeniable impact on shopper actions. The research draws the conclusion that pricing has a direct and positive effect on consumer intent to buy.

An item's price is the whole amount that the buyer must fork out to get it and the products and services they want or desire (Kotler et al., 2010). The key is the amount of money needed to purchase anything (Swani) and Yoo (2010b). There are many who believe that the worth of a product is greater when compared to the amount paid, whereas others may see it as exactly the reverse. Unique individuals appreciate money in different ways and for various reasons those findings may be seen in (Campbell, 1999). As a result, discounts may influence consumers' buy choice. Customers often have a stronger intent to buy a thing if the price reduction is substantial enough. One may also find the polar opposite image-like, when the discount rate is lower, clients may have lesser the Intention to Buy a Product (Lay-Yee et al., 2013). Consumers (et al., 2004; Hew et al., 2015) and producers (et al., 2004; Hew et al., 2015) those who place a high premium on value seldom balk at shelling out a significant sum to acquire getting their hands on the phone of their dreams (Suki, 2013). The Acquisition of a smartphone is based on a scenario where you have to make a decision that is influenced by variables including cost, name recognition, quality, and usefulness to the consumer, etc. One of most important consideration when deciding whether or not to buy a smartphone (Rakib, 2019).

However, Chow et al. (2012) contended that pricing plays a pivotal role price has been a major focus of several studies on smartphone demand customer purchase intent (Tran, 2018). One factor in which price is crucial function in developing client value and influencing purchase decisions. Following one's motives (Malviya et al., 2013). The increasing use of cell phones has quickly risen, with pricing being a major consideration in the market and the willingness to buy among younger consumers, especially those with higher education students (En and Balakrishnan, 2022; Khan and Rohi, 2013). But the majority of smartphone buyers do not prioritize cost when making a purchase. When its practicality warrants the price of a smartphone. Additionally, consumers are prepared to pay a premium for the smartphone in a 2013 study (Malviya et al).

According to Riyath and Musthafa (2014), there is a robust positive correlation between consumers' perceived price and their desire to buy. As a proxy for the quality of the brand, customers' perceptions of the price are used to evaluate products.



According to Nirushan (2017), the cost of a product is a good indicator of how well it is marketed. Users are able to create an opinion of the product based on the price, and if that impression is favorable, the buy intent of those users is very likely to be high. Kinney et al. (2012) also discovered that customers' purchase intent was reduced when the price of a product was high. Many buyers regard price as a proxy for the quality of a certain brand; hence, price is a significant determinant of intent to buy (Kotler et al., 1999). The cost of a smartphone was cited as a significant element in the buying decision by Karjaluoto and colleagues (2005).

### **Social Influence**

According to Kotler and Armstrong (2010), consumers are typically influenced by their family, friends, social roles, and status. Rashotte (2007) claims that social influence may cause a change in a person's emotional state. To some extent, society may be seen as a social influence. Smartphone companies are increasingly using celebrity endorsement as a marketing technique because of the cultural weight that celebrities carry. Eventually, this URL will go to the supported brand (Musthafa, 2014). According to Venkatesh and Davis (2000), people may decide to engage in particular behaviors if they believe their referents expect them to.

Purchasing behavior and social influence are positively correlated, according to Butcher, Sparks, and O'Callaghan (2002). It is obvious that social influence carries a link or recommended connotation.

The strength of social influence has increased over time with the growth in popularity of social networking sites like Facebook and Instagram. It is crucial to comprehend the factors influencing technology uptake and utilization because well-known social media platforms have increased interest in them among academics and professionals (Tan, 2011). People are more likely to act in a particular way if they believe that their immediate social circle supports and approves of them.

So, many previous researchers have looked at how social influences affect individuals' choices to buy cell phones (Mohamood, 2013). Users fall into two categories: those who buy something purely for the sake of impressing those around them, and those who have limited experience with a product and are looking for advice and information from others.

Khan and Rohi (2013) also found that young people are influenced by recommendations from family and friends when making smartphone purchases.

Because anyone in the current world can easily create a social network online through social media, social influence also has an impact on the decision to purchase a smartphone (Rahim, 2016). People can find information about various products as well as reviews from other customers. According to Suki & Suki (2013), youth are considered to rely mostly on persons close to them to purchase smartphones. This is because customers typically consult their social networks for advice on which smartphone features they should prioritize, and they often end up buying the same model already owned by their friends and family. The likelihood to make repeat purchases was shown to be significantly influenced by social influence, as highlighted by Goh et al. (2016). The bulk of research participants were between the ages of 18 and 25, at which time they are more likely to utilize social media to keep in contact with friends, which led Wong (2019) to conclude that social influence has a considerable impact on the intention to buy a smartphone. As a result, whenever new smartphone models are out and people see their friends using or discussing them, they feel compelled to purchase one of their own.

Also, college students feel pressured to acquire cell phones from the public since they are widely believed to be an essential part of college social life (Aslam, 2016). Social influence has been shown to have a role in consumers' choices to purchase cell phones, as was found by Malviya and coworkers (2014). The value of a product is associated with a celebrity, and Chi, Yeh, and Tsai (2011) used this to back up their assertion that the presence of a celebrity on a product's packaging enhances customer interest and purchases. Run, Butt, and Chung discovered in 2010 that both direct and indirect role models affect customers' willingness to purchase. Direct role models include influential individuals like teachers and public figures like celebrities. Artists are seen as having greater influence on youngsters than parents do. When making large, expensive purchases, Farzana (2012) explains, family members often weigh in (Farzana, 2012). It was shown by Lim and colleagues (2013) that peer pressure did affect consumer behavior.

Rashotte (2007) argues that social influence is all about bringing about changes in how people feel, think, and are swayed, consciously or subconsciously, by the other person. The reason why is because of social contact. Familiar with one another, like parents and classmates. Media, parents, and friends would all persuade consumers to acquire smartphones (Nelson & McLeod, 2005). Modern folks may expand their social circle via internet means by using online platforms like Facebook, Twitter, Instagram, and

others. In addition to the data they need, they may also in regards to cellphones, but they may also read feedback and evaluations written by others who are already using or considering using the same model.

Small-group dynamics, family, and the customer's social position all play a part in shaping consumer behavior (Kotler & Armstrong, 2010). Different individuals, including those in your own social circle (such as family, friends, and coworkers) and the wider public (by news coverage, for example) will have different impacts. A person's social circle has the potential to impact how that person thinks, feels, and acts. Students' reliance on smartphones is strongly correlated with peer pressure (Ting et al., 2011). If people have a nice time using their cellphones, or hear about others' pleasant experiences with them, more people will want to get them. Consumers place significant stock in the recommendations and encouragement of their friends and family members, who are considered as social influences in the promotion and encouragement of consumers' increased reliance on cellphones (Suki, 2013a). It's possible for consumers to be swayed in their smartphone purchasing choices by the actions of others around them (Suki, 2013a). Attitude toward the brand, as well as peer pressure and societal expectations, have a role in whether or not a buyer would actually make a purchase of a name-brand smartphone (Wong, 2017).

Before, people really utilized their smartphones. In their study, Kotler and Armstrong (2007) found that consumers' decisions were heavily impacted by the opinions and behaviors of others around them. People who have already purchased and used the product may be consulted for suggestions, recommendations, and user experiences on smartphones. It's possible they'll pick it up from friends, family, coworkers, and neighbors. Associates in social, familial, and marital spheres Mohd Azam has already done the necessary research in Malaysia. According to the market, as reported by Osman et al. (2012), 35.6% of respondents would rather buy smartphones community. Study after study by Suki and Suki (2013) backs up this claim, showing that today's youth, notably today's kids, rely heavily on the advice of their friends and family in order to afford the devices. Consumers often seek out guidance with feedback from their friends and family based on smartphone characteristics, they are likely to make a similar buy cellphone owned by their acquaintances and loved ones.

The approach clearly takes into consideration factors such as perceived external control, computer fear, playfulness, felt pleasure, and objective usability as direct predictors of reported ease of use for the first time (Venkatesh & Bala, 2008).

The authority of social influence domains is illustrated by an endless number of examples. Littering (Cialdini, Reno, & Kallgren, 2013), voting (Gerber, Green, & Larimer, 2008), giving to charity (Reingen, 2005), displaying bias (Apfelbaum, Sommers, & Norton, 2008), deciding on a career path (Higgins, 2001), and buying s (Berger & Heath, 2007).

The effect of friends and family on a consumer's decision to make a purchase may be significant, and online communities can be significant (Bickart & Schindler, 2001). Interactions between people, where bonds are formed and shared passions are nurtured, provide the basis for these phenomena (Lin, 2008). Members of these groups collaborate to find and disseminate product and retail-related information. This dearth of information about virtual consumer groups highlights the need for further research into the factors that affect consumers' propensity to make purchases online.

Previous studies showed that consumers' confidence in influencers was impacted by the perceived informativeness and entertainment worth produced by influencers (Lou & Yuan, 2019), which in turn influenced their attitude toward their propensity to make online purchases. To some extent, influencer marketing may be categorized as internet promotion. The effects of online influencer advertising on consumers' propensity to make purchases online were examined in this study. People who have gained a large following and have been able to effectively monetize their live-streaming material transmissions that occur at the same time every week. These opinion leaders had proper streaming setup, consistently broadcasted on time, and enthusiastically pushed live streaming with data to back up their claims (Woodcock & Johnson, 2019). Market growth throughout the content marketing period was accompanied by a proliferation of influencer types, who quickly occupied every imaginable market segment (Trivedi & Sama, 2020). Consumers' online buying choices and brand-positive sentiments were affected by influencers, leading to increased intent to buy online (Lim et al., 2017).

### **Perceived Quality**

Perceived quality refers to how customers perceive a product's overall performance, which may or may not differ from the desired quality (Choy, 2011). What we produce are the technical, assessable parts of the desired quality. Lew and Sulaiman (2014) argue that quality is a subjective problem since different individuals have different definitions of the term. According to Keller (2008), a customer's perception of a product's quality is based on their familiarity with the product's features and benefits as well as their awareness of how those features and benefits stack up against those of competing offerings. However, factors like product specification are frequently used to determine perceived quality. The brand and performance are included in the smartphone specifications.

According to Mostafa (2015)'s research, perceived quality is a crucial component when building strong brand equity. Quality has an impact on brand name because lesser-known products have drastically varied quality (Sardar, 2012). Consumers assess perceived quality based on intrinsic and external factors (Collins, 2003). Extrinsic cues are the qualities associated with a product's external features, such as its packaging, price, advertising, and peer pressure, whereas intrinsic cues are the qualities associated with a product's internal attributes, such as flavor, size, and color. Customers frequently have more familiarity with extrinsic cues because they make it easier for them to evaluate the products. In situations that occur after a purchase, extrinsic cues are even more important (Ko, Lee & Lee, 2011). When examining how the nation of origin affects customers' purchase decisions, perceived quality is also thought to have a significant impact.

When selecting whether or not to purchase a smartphone, it's crucial to take into account factors like the device's camera, processing speed, and battery life (Musthafa, 2014). How a smartphone is perceived depends on its size and weight, as well as its material, color, shape, and interface features (Dung, 2012). Buyers are increasingly anticipating more compatibility in the user interface of their cell phones due to the Millennial generation's penchant for ease of use and a general tendency to take more pleasure in life (Saif et al & Gul, 2012). It was found by Ponnusami (2013) that the lifestyle and smartphone choices of Millennials are impacted by both the features of smartphones and the Millennial generation. Malaysian buyers are likely to consider the smartphone's build quality while making a purchase, according to research by Lazim and Sasitharan (2015).

In addition, the opinion of the product's quality has a favorable effect on the likelihood that a consumer would purchase a (Chaipoopirutana, 2014). That is to say, a smartphone with a high perceived quality will be more likely to be bought, and this is because consumer decision-making is heavily influenced by customers' perceptions of the device's quality. In addition, Yunus and Rashid (2016) found a robust association between the two variables while investigating Chinese smartphone brands: perceived quality and purchase intent. The decision to buy is heavily influenced by quality since it is something that is always being worked on to better the product and make it more in line with consumer desires (Tahmasebifard, 2015). A product's quality should occasionally be upgraded since customers are more likely to buy a brand's goods when it has a decent and better quality than its rivals. According to Pongrujaporn & Kapasuwana (2015), perceived quality affects consumers' intent to buy. Customers typically form opinions about the value and quality of a product before buying it, and depending on how they feel about it after using it, they may decide to buy it again.

One of the first obstacles to the expansion of internet buying was found to be consumers' lack of desire to make purchases via virtual marketplaces (Rahman et al., 2018). According to a research that was carried out in the past by Mohammed and Ferraris (2021), the mentality of a customer has a significant impact on whether or not they intend to continue making purchases online via the use of social media. Specifically, consumer acceptance of live e-commerce shopping as an innovative technology in the retail industry has been driven by the rise of digital technologies that can be used online (Zhou et al., 2021). According to the findings of research carried out by McLean and Wilson (2019), digital technology such as augmented reality was shown to have a correlation with consumers' views of ease of use, pleasure, and subjective satisfaction.

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shown to have a correlation with consumers' views of ease of use, pleasure, and subjective satisfaction.

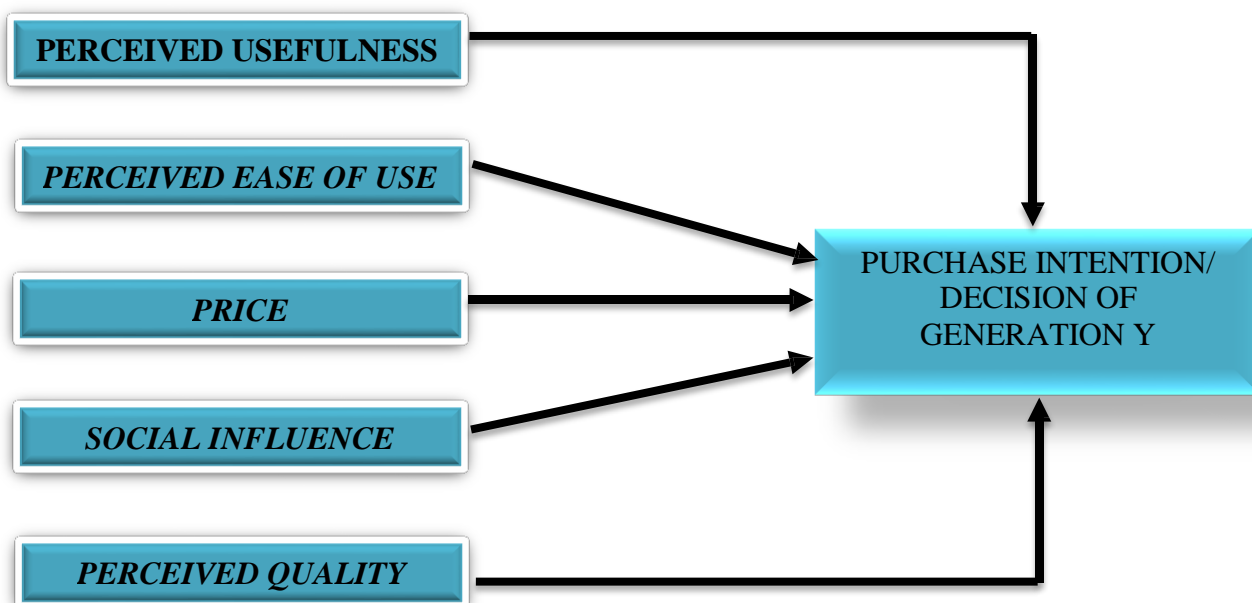
Numerous studies have found that a customer's interaction with a business significantly affects the caliber of those relationships with other customers, which in turn has a positive effect on those customers' behavioral results (Wibowo et al., 2021). Social psychology factors including attitudes (Daugherty et al., 2008), motivations (Omar and Wang 2020), users' self-expression behavior (i.e. age and gender) (Wang 2020), frequencies of usage, groups, and cultures can all be linked to significant variances in consumption experiences. These variations were caused by differences in consumer characteristics (Zuo & Wang 2019). These distinct qualities were the driving force behind the identification of demands, which ultimately resulted in various patterns of media exposure. Consistently, the findings of research that looked at the connections between a customer's perception of value and their desire to make a purchase online through live-stream broadcasting indicated that consumer traits were positively important elements (Chen & Lin 2018; Ma 2021). In recent research, Sun et al. (2019) found that guided shopping experiences, as well as the rapid visibility and availability of live shopping, increased the likelihood that customers would make a purchase. Customer experience was designed to help practitioners and marketers discover numerous types of online encounters that might contribute to the sense of value. The goal of this endeavor was to improve the customer's overall experience. The perceived utility of something, one's level of contentment with an experience, and the intents with which one intends to utilize a brand are all factors that impact behavior and purchasing choices. In addition, the TPB found that people's active involvement behaviors for online purchasing in social media businesses were substantially influenced by their perceptions of their ability to manage their conduct and their level of trust (Sembada & Koay, 2021). Bredahl (2003) defines perceived quality as the consumer's expectation of quality when making a purchase founded on their experience and knowledge, which will ultimately impact their desire to make the purchase. Based on the consumers' prior knowledge and experiences, this expectation has been set. According to Yunus and Rashid's research (2016).

The way that quality is regarded has a favorable influence on the desire to buy a smartphone. To put it another way, the consumer's perception of the product's quality has a direct correlation to their level of interest in making a purchase. In addition, Pongrujaporn and Kapasuwan (2015) noted that purchase intention is influenced by

the perception of the product's quality. This is so because consumers often have opinions about a product's value and quality before to buying it, and these opinions may change as a result of their actual interactions with the product. This is due to the fact that consumers form opinions about the value and cost of a product prior to making a purchase.

### Conceptual Framework/Module

Conceptual Framework



The dependent variable in this study is purchase intention whilst the independent variables are perceived usefulness, perceived ease of use, price, social influence, and perceived quality.

**H1.** There is a relationship between Perceived Usefulness and Purchase Intention.

**H2.** There is a relationship between Perceived Ease of Use and Purchase Intention.

**H3.** There is a relationship between Price and Purchase Intention.

**H4.** There is a relationship between Social Influence and purchase intention.

**H5.** There is a relationship between perceived quality and purchase intention .



## **Review of Empirical Literature**

A number of publications have been written on smartphone technology and its acceptability and effects among different age groups across the globe. When smartphones were introduced, it was considered a luxurious item that did not mean much to people hence staying without one was not a big issue. Today the smartphone has become a necessity that is owned by almost everybody in modern society and it is the most efficient means of communication in the 21<sup>st</sup> century. In this review, we are going to concentrate much on those publications that single out the current young generation famously known as Generation Y (Gen Y-ers) or Millennials. The focus of this review will be much on the purchase of the smartphone among the youth, and the factors they consider when settling for a certain brand of phone.

## **Generation Y**

This generation is widely known as Millennials because it is a generation born after the world marked 2000 years after the creation of the world. The name millennial confirms the fact that this generation starts soon after the millennium celebrations of 2000, putting a close to the former generation X and a new generation Y coming to play. Even while the Internet has evolved virtually in lockstep with Generation Y, it is not the sole defining factor in this generation's upbringing.

Some unique facts worth noticing about this generation are:

- Generation Y may be the first to grow up in a completely postmodern world.
- Secondly, the first generation to grow up entirely familiar with the digital environment. They are the most technologically advanced generation since they grew up with digital media such as smartphones, the Internet, iPods, video and console games, and television. Technology is merely a technology for those who were born before it was developed, and they seem to take this technology for granted.
- Thirdly, the members of this generation are the future's economic generators and the persons and organizations who will mold the society.
- Lastly, in addition, when compared to previous generations in the present, Generation Y has the most people in it. By virtue of its sheer numbers and the ease with which its members may connect with one another thanks to the proliferation of digital media, the members of Generation Y may be able to

exercise significant influence on the world stage if they choose to do so collectively.

It is said that members of Generation Y are trustworthy, open-minded, one-of-a-kind, and adept at using various forms of technology.

### **Generation Y and Information Communication and Technology**

In a culture where technology plays such a central role, members of Generation Y are often looked to be the go-to experts on all things digital, making them the gatekeepers of information for their families. This position gives members of Generation Y considerable influence over the technical choices and purchases made inside households and among the less tech-savvy individuals who depend on them. In this way, individuals play the role of information gatekeepers, selecting the data they will make available to others based on criteria that may or may not include their personal preferences and needs.

This demographic, sometimes referred to as “generation Y,” is comfortable using the internet to research purchases.

### **Generation Y’s Smartphone of Choices**

Generation Y has superior information processing speeds and processing speeds for visual data compared to other generations. One possible explanation for this proficiency is the widespread use of visually oriented media including video games, television, the Internet, print, out-of-home advertising, and smartphones. For the sake of this investigation, smartphones—where most of the aforementioned actions take place—are of particular relevance. Consequently, it is safe to assume that today’s youth value a tool that may help them assimilate information quickly so they can keep up with their hectic lifestyles. If it takes too long for a website to load, for instance, today’s consumers will likely go on to one that doesn’t. There are some drawbacks to this trend, such as Generation Y possibly having shorter attention spans and experiencing content fatigue more quickly than previous generations, but it has been pointed out that this trend may not be entirely accurate and is a result of their ability to process information more quickly. This implies that the favored smartphone of this generation will include a more powerful CPU. Serial multitasking has become second nature for members of Generation Y, which may or may not be indicative of a decline in focus. However, this capacity may make them more equipped to deal with several

demands at once. They see multitasking with digital media as a method to virtually merge several demands in one location. Taking on several tasks at once is seen in a good light, which is consistent with the idea of antimodernism. Younger people nowadays place a high value on smartphones with increased multitasking capabilities. Young people rely on media technology to help them exert more command over their lives in ways that can be facilitated by these tools. Earlier studies have shown the impact of a technologically advanced civilization on the upcoming Generation Y. Social media and other online communities have made it possible for people from all over the world to find and interact with others who share their interests, whether it be via online gaming communities or other hobbies. In order to get the most of these features, it is best to have a smartphone that is compatible with them. The modernist ideal of homogeneous identity may have contributed to the atomization and identity politics of today's postmodern culture.

### **Generation Y's Buying Behavior on Smartphone s**

Research on Millennials' penchant for mobile purchasing has shown mixed results. Brand, pricing, product features, etc., are among the most influential considerations when purchasing a new smartphone . Moreover, Millennials' buying intentions are affected by these characteristics as well. The choices of mobiles range across age groups and financial levels, and the decision depends on the services inferred and holds for longer duration dependent on the type of the cell phone. Generation Y consumers place a higher value on reputation when making smartphone purchases than on features like software, design, display, hardware integration, additional cost, purchasing convenience, or camera resolution. The purchasing decisions of customers are being influenced by their perceptions of brands. Smartphone buyers rely heavily on brand recognition while making purchases. Millennials acquire a range of smartphone devices that match their interests and demands.

The brand name is important in comparing and signaling quality to the clients and presents an accurate information structure associated to the brand. Experts in the field of forecasting have deduced that a Smartphone's brand name and reputation are its most fundamental assets. Brand Image serves a mediation function among the attitude and customer intention to buy. Value identification, quality observations, and efficient item structure are all examples of brand associations that may be traced back

to the characteristics of today's smartphones. While a brand's demonstration connected affiliation combines operational efficiency and how technology has been leveraged by the firm. Customers' purchasing habits in the smartphone sector may also be affected by the convenience of smartphone shopping. Inconvenience caused 21% of the users to switch their smartphone brands. These problems arise from the service center's infrastructure, maintenance fees, or location. Consequently, location-based services are essential for retaining existing customers. In turn, this aids businesses in acquiring an edge in the market. The way customers perceive the product's use and convenience may significantly affect their opinions. It has also been researched by the, and the author deemed it a key factor, but no newest study could guide this factor.

### **Smartphone –The basic choice of a phone for Generation Y**

In this research, we investigate how young people utilize their mobile devices to shop. Marketers perceive this group of young people as particularly appealing for establishing a base of brand-loyal clients and generating revenues over the long run since they are well-known as possible smartphone buyers globally.

A smartphone is "a cell phone offering some Personal Computer like functionality, including net access," as defined by an article by Howard (2014). This device is in high demand because it satisfies the needs and wants of today's youth and because it allows for convenient communication and the sharing of information.

In this regard, generation Y prefers to make online purchases, which is mainly due to the lack of available time, whereas old consumers are seen as an inverse case that prefer to go for offline purchases by visiting the store.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **Introduction**

This section contains a detailed description of the methods used in data collection, as well as the procedures used in analyzing the collected data. It shows the steps for preparing and developing the study measuring instrument, as well as the procedures for how the study was carried out, and the statistical methods used in analyzing data and designing the results to determine the relationship between purchase intention/decision of general Y then perceived usefulness, perceived ease of use, price, social influence and perceived quality.

In this study, main variables were adopted, which comprised of purchase intention of general Y (as the dependent variable) and perceived usefulness, perceived ease of use, price, social influence, and perceived quality, as the independent variables of the study.

#### **Research Design**

This study was best suited for a cross-sectional quantitative design since it can explore and describe the relationship between variables without changing them. Analysis, extraction of patterns, and comparisons for explanation are some of the goals of descriptive research.

#### **Research Population**

The Faculty of Economics and Social Sciences at the Near East University where the research was conducted, has 7814 active students who make up the population of this study. The researcher gather it polutation from the official site of Near East University with a follow up at the Faculty of Economics and Administrative Science.

When a researcher is conducting an investigation, the "population" refers to the individuals, objects, places, and events that are of significance to the investigation.

#### **Sample and Sampling Methods**

The researcher used a sample size table developed by Krejcie & Morgan 1970 to select the sample size. According to Krejcie & Morgan's 1970 sample size table at a 95% confidence interval or level and 5% margin errors a population of 7814 has a

sample size of 367. The sample size is 367 was selected from the Faculty of Economics and Administrative Science which was the study population.

Convenience sampling was used by the researcher to select the sample of the research for investigation. Non-probability sampling, or "convenience sampling," is the practice of selecting a sample from the population that is most conveniently accessible. The targeted respondents were all students of the Faculty of Economic and Administrative Sciences.

### **Data Collection Tools/Materials**

The questionnaire used for this research was adopted by Dr. Sarod Khandfake, Swinburne and proof of consent is attached. All of the questions are divided into six parts and contain **34** items, including **perceived usefulness with (4) statements, perceived ease of use with (5) statements, price with (5) statements, social influence with (5) statements, perceived quality with (5) statements, and purchasing intention with (7) statements.**

The whole procedure of data collection took a total of three weeks to finish because of the very high number of people who were selected for the study.

This questionnaire was divided into sections 1 containing the demographic and 2 with the variables. The survey was conducted using a 5-point Likert scale, where 1 for strongly disagree, 2 for disagree, 3 for being unsure, 4 for agreeing, and 5 for strongly agreeing.

The following are on the Likert Scale:

<b>Item</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Not Sure</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>Scale</b>	5	4	3	2	1

### **Data Collection Procedures**

The data collection procedure firstly started with an ethical approval letter from the Ethic Committee after showing proof of consent of my questionnaire used, Secondly questionnaire were sent out to participants to fill out, and the answers gather were analysis as data for the study. The researcher used social media including Email and WhatsApp to distribute questionnaire to participants. The

researchers also face- face deliver questionnaires to students at the Faculty of Economics and Social Sciences at the Near East University.

### **Ethical Considerations**

The participants took part voluntarily and they were all members of the Faculty of Economics and Social Sciences at the Near East University. The participant were informed that the forms were nothing personal for which their names were never taking but were only to help fill out survey. The researcher believed that those people are the ones who mostly use smartphones so it was necessary to select them for the study.

Ethical considerations were critical throughout my research in line with the rules and regulations. Thus, this study's design and techniques were informed by Honesty, Protection of integrity, Voluntary participation, confidentiality, anonymity, and informed consent.

The researcher got approval letter on November 3, 2022 from the Scientific Ethics Committee of the Near East University before carrying on this researcher.

### **Data Analysis Plan Procedure**

Editing, coding, classification, and tabulation of the data acquired in this study were done by means of IBM SPSS 24. Descriptive statistics such as frequencies and percentages were used to examine the categorical aspect of the data. Mean and standard deviation was also calculated for the quantitative aspect of the data. Correlation and Regression analysis was also used by the researcher to determine the link between the study's variables.

## CHAPTER IV

### Data Analysis and Results

#### Number of Respondents

The actual sample size of our research was 367, but 302 were filled out and returned which constitutes 82% response rate in our study. This level of participation is enough to draw conclusions from the research. Several demographic parameters were considered because of their significance in understanding our research aim. Among them were the respondent's sex, age range, level at the University, and department at the Faculty of Economics and Administrative Sciences at the Near East University.

#### 4.2 Demographic Data

Respondent's gender, age range, level at the university, and department at the Near East University are indicated in the table below.

**Table 4.1 Respondent's Demographic Data**

<b>Variable</b>	<b>Categories</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	<b>Male</b>	<b>179</b>	<b>59.3</b>
	<b>Female</b>	<b>123</b>	<b>40.7</b>
	<b>Total</b>	<b>302</b>	<b>100</b>
<b>Age Range</b>	<b>18 – 21</b>	<b>49</b>	<b>16.2</b>
	<b>22–25</b>	<b>66</b>	<b>21.9</b>
	<b>26–29</b>	<b>88</b>	<b>29.1</b>
	<b>30 and Above</b>	<b>99</b>	<b>32.8</b>
	<b>Total</b>	<b>302</b>	<b>100.0</b>
<b>Educational Level</b>	<b>Freshman</b>	<b>23</b>	<b>7.6</b>
	<b>Junior</b>	<b>46</b>	<b>15.2</b>
	<b>Master</b>	<b>166</b>	<b>55.0</b>
	<b>PhD</b>	<b>4</b>	<b>1.3</b>



	<b>Senior</b>	<b>46</b>	<b>15.2</b>
	<b>Sophomore</b>	<b>17</b>	<b>5.6</b>
	<b>Total</b>	<b>302</b>	<b>100.0</b>
	<b>Banking&amp; Accounting</b>	<b>13</b>	<b>4.3</b>
	<b>Business Administration</b>	<b>109</b>	<b>36.1</b>
	<b>Computer Information Systems</b>	<b>7</b>	<b>2.3</b>
	<b>Human Resources Management</b>	<b>18</b>	<b>6.0</b>
	<b>Innovation management</b>	<b>3</b>	<b>1.0</b>
	<b>Banking &amp; Finance</b>	<b>16</b>	<b>5.3</b>
	<b>International relations</b>	<b>40</b>	<b>13.2</b>
	<b>Marketing</b>	<b>17</b>	<b>5.6</b>
	<b>Others</b>	<b>79</b>	<b>26.2</b>
	<b>Total</b>	<b>302</b>	<b>100.0</b>

**Table 4.1** The respondents were asked to indicate their gender, which is significant to this research. 179 of the respondents were male (59.3 %), while 123 (40.7%) of the respondents in the study were female. Students at the Faculty of Economics and Administrative Sciences were asked to indicate their age range. The results aid the researcher to present the following finding; 49 respondents (16.2%) were between 18 to 21 years, 66 (16.2 % were between 22–25 years, 88 of the respondents, which constitute (29.1%) were from 26 – 29.30 and above were 99 (32.8%). The educational status of the students at the Faculty of Economics and Administrative Sciences are as follows: 23 of the respondents which is (7.3%) were Freshman students, 17 (5.6%) of

respondents were sophomore students, 46 (15.2%) were Junior students, and 46 (15.2%) were Senior students. 166 (55.5%), which constituted the highest percentage of the total respondents, were Master's students. 4 (1.3%) were Ph.D. students.

#### **4.2 Reliability Test**

Research study entails that the questionnaires used to be reliable. To test the reliability of our study questionnaires, Cronbach's alpha was used, as seen in table 1 below.

**Table 1**

<b>Variables</b>	<b>No. of Items</b>	<b>Cronbach's Alpha</b>
<b>Perceived usefulness</b>	<b>3</b>	<b>.77</b>
<b>Perceived Ease of Use</b>	<b>5</b>	<b>.72</b>
<b>Price</b>	<b>5</b>	<b>.71</b>
<b>Social Influence</b>	<b>5</b>	<b>.87</b>
<b>Perceived Quality</b>	<b>6</b>	<b>.80</b>
<b>Purchase Intention</b>	<b>8</b>	<b>.83</b>
<b>Total</b>	<b>33</b>	<b>.90</b>

Cronbach's alpha analysis of our study variables was used to test the reliability of our scale.

The reliability coefficient is as follows: Perceived Usefulness is 77%, Perceived Ease of Use is 72%, Price is 71%, Social Influence is 87%, Perceived Quality 80%, and Purchase Intention is 83%. These measures' results show that our scales are reliable.

#### **4.5 Measuring factors affecting purchasing decision**

The aim of the study was to examine factors affecting the purchase decision of generation Y was five for "Strongly Agree," four was "Agree," three was "Neutral," two was "Moderately Disagree," and one was "Strongly Disagree. Below is the result.

##### **Factors affecting purchasing decision**

Table 4.3 below presents the mean and standard deviation of Perceived usefulness one of our independent variables.

**Table 4.3 Mean and Standard deviation of perceived usefulness**

Variable	Mean	Std. Deviation
Smartphones help in improving my learning and working on the Internet.	4.172	.9663
Smartphones help in improving my learning and working on the Internet.	4.268	.8535
Smartphones features enable me to accomplish tasks more quickly	3.927	.9923
Average mean for perceived usefulness	4.122	

Table 4.3 The study found that the type of Smartphones helps in improving my learning and working on the Internet (4.172) it was followed by Smartphones help in improving my learning and working on the Internet 4.268, and on average many people agree that perceived usefulness is important to purchase intention.

#### **Perceived ease of use**

The mean and standard deviation of perceived ease of use, one of the factors that affect purchasing decisions, as shown in the table below

**Table 4.4 Mean and Standard deviation of perceived ease of use**

Variable	Means	Std. deviation
Smartphones have a user-friendly Interface.	3.960	.9214
I find it easy to get the smartphone to do what I want to do	4.149	.8594
Using a smartphone needs a lot of mental effort.	3.242	1.2054
I need to use the user manual often when using a smartphone.	2.626	1.2742
Overall, I find smartphones are accessible to use.	4.142	.8720
Average mean for perceived ease of use	3.623	

Table 4.4 The study found that the type of the Smartphones have a user-friendly Interface 3.960, it was followed by I find it easy to get the smartphone to do what I want to do 4.149, Using a smartphone needs a lot of mental effort 3.242 I need to use the user manual often when using a smartphone 2.626, lastly, Overall, I find smartphones are accessible to use 4.142, most participants were neutral to agree that are smart phones are easy to use.

#### 4.5 Price

Table 4.5 presents the mean and standard deviation of one factor that influences the purchasing decision, which is the price:

**Table 4.5 Mean and Standard deviation of Price**

Variable	Mean	Std. deviation
I prefer purchasing a smartphone for a high price.	3.113	1.2657
I prefer purchasing a smartphone for a reduced price	3.242	1.0773
I think the price is an essential factor in judging the quality of a smartphone	3.811	.9954
I think smartphones are expensive.	3.596	.9553
I consider the price mainly when I decide to buy a Smartphone	3.778	.9682
Average mean for price	3.508	

The students were asked about the price of smartphone and their responses were as follow: I prefer purchasing a smartphone for a high price 3.113, I prefer purchasing a smartphone for a reduced price 3.242, I think the price is an essential factor in judging the quality of a smartphone 3.811, I think smartphones are expensive 3.596 and finally I consider the price mainly when I decide to buy a Smartphone 3.778. At the end many people agree that they will consider price when purchasing a smart phone.

#### 4.7 Social Influence

The mean and standard deviation of the respondents on the social influence that affect the purchasing intention of smartphone is presented in table 4.6 below.

**Table 4.6 Mean and Standard deviation of social influence**

Variable	Mean	Std. Deviation
I feel like buying a new smartphone when my family and friends show their new smartphones to me.	2.854	1.3088
I usually consult my family or friends before buying a new smartphone	2.732	1.3558
I want to have a high-specification smartphone, as my family/friend does	3.162	1.2050
My family/friend always persuades me to buy the same smartphone/brand as theirs	2.930	1.2805
I love to have the same smartphones as my family members/friend.	2.884	1.3105
I usually look for information about smartphones on the Internet.	3.864	1.1037
Average mean for social influence	2.427	

The responses of the students on the question concerning when they feel like buying a new smartphone 2.854, I usually consult my family or friends before buying a new smartphone 2.732, I want to have a high-specification smartphone, as my family/friend does 3.162, My family/friend always persuades me to buy the same smartphone/brand as theirs 2.930, I love to have the same smartphones as my family members/friend 2.884, I usually look for information about smartphones on the Internet 3.864, and on the average many people disagree on consulting friends and family to purchase smartphone.

#### 4.7 Perceived Quality

The mean and standard deviation of the study respondents on Perceived quality, a factor that affect the purchasing intention of generation Y, is presented in table 4.7 below.

**Table 4.7 Mean and Standard deviation of student's response on Perceived quality**

Variable	Mean	Std. Deviation
I think the quality is first thing to consider when purchasing a smartphone	4.189	.9752
Smartphone brands are reliable brands	3.781	.9033
Smartphones have excellent features	4.070	.8304
Smartphone brands have good quality	4.047	.8327
Smartphones are safe to use	3.868	.9235
Smartphone brands are trustworthy	3.768	.9846
Average mean for perceived quality	3.389	

The responses of the students on the question I think the quality is the first thing to consider when purchasing a smartphone 4.189, Smartphone brands are reliable brands 3.781, Smartphones have excellent features 4.070, Smartphone brands have good quality 4.047, Smartphones are safe to use 3.868, Smartphone brands are trustworthy 3.768. Many participants agree quality is a major concern and property when purchasing a smartphone.

#### Purchase intention

The mean and standard deviation of the respondents on purchase intention which is our dependent variable is presented in table 4.8 below.

**Table 4.8 Mean and Standard deviation of Purchase intention**

<b>Variable</b>	<b>Mean</b>	<b>Std. deviation</b>
I plan to purchase a smartphone soon.	3.195	1.2462
I search for information about smartphones regularly.	3.245	1.2494
I always discuss smartphones with my friends and family	3.136	1.2804
Buying a smartphone is beneficial for daily life	3.695	1.1756
I will consider the brand of the smartphone before I purchase it	4.152	.8607
I will consider the price of the smartphone before I purchase it	4.103	.9037
I will consider the product feature of the smartphone before I purchase it	4.252	.7622
I will suggest to friends/family purchase a smartphone	4.070	.8995
Average mean for purchase intention	3.7 31	

The responses of the students on the question I plan to purchase a smartphone soon 3.195, I search for information about smartphones regularly 3.245, I always discuss smartphones with my friends and family 3.136, Buying a smartphone is beneficial for daily life 3.69, I will consider the brand of the smartphone before I purchase it 4.152, I will consider the price of the smartphone before I purchase it 4.103, I will consider the product feature of the smartphone before I purchase it 4.252, I will suggest my friends/family purchase a smartphone 4.070, on the average large number of the population strongly agree they will consider the brand before purchasing a smartphone.

### Correlation Analysis

This study was interested in knowing factors that influence the purchasing intention of generation Y. To know whether there are relationships between the various factors that influence purchasing intention, the study ran a correlation analysis between perceived usefulness, perceived ease of use, price, social influence, perceived quality, and purchase intention which is a recommended first step if you are to move to regression analysis.

**Table 4.9 Pearson's Correlation Coefficient Matrix between perceived usefulness, perceived ease of use, price, social influence, perceived quality and purchase intention.**

	Perceived Usefulness	Perceived_ease_Use	Price	Social Influence	Perceived Quality	Purchase Intention
Perceived Usefulness	—					
Perceived_ease_Use	0.507 ***	—				
Price	0.352 ***	0.424 ***	—			
Social Influence	0.141 *	0.407 ***	0.330 ***	—		
Perceived Quality	0.399 ***	0.385 ***	0.367 ***	0.309 ***	—	
Purchase Intention	0.343 ***	0.448 ***	0.318 ***	0.532 ***	0.599 ***	—

**Note.** \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

To show the relationship between factors that influence purchase intention, which are perceived usefulness, perceived ease of use, price, social influence, and perceived quality. As seen in table 4.8 above, the result shows a positive and significant correlation between all of the study variables. Perceived usefulness and the following: perceived ease of use ( $r = .507$ ,  $p < 0.001$ ), price ( $r = .352$ ,  $p < 0.001$ ), social influence ( $r = .141$ ,  $p < 0.001$ ), perceived quality ( $r = .399$ ,  $p < 0.001$ ), purchase intention ( $r = .343$ ,  $p < 0.001$ ). perceived ease of use has the correlation coefficient with the other variable as follow: price ( $r = .424$ ,  $p < 0.001$ ), social influence ( $r = .407$ ,  $p < 0.001$ ), perceived quality ( $r = .385$ ,  $p < 0.001$ ), purchase intention ( $r = .448$ ,  $p < 0.001$ ). Price has a correlation with the other variables as follows social influence ( $r = .330$ ,  $p < 0.001$ ), perceived quality( $r = .367$ ,  $p < 0.001$ ), and purchase intention ( $r = .318$ ,  $p < 0.001$ ). Social influence with the others are perceived quality ( $r = .309$ ,  $p < 0.001$ ),



purchase intention ( $r = .532, p < 0.001$ ) and lastly perceived quality and purchase intention ( $r = .599, p < 0.001$ ).

#### 4.10 Simple Linear Regression

The general simple linear regression model formula used is as presented below:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon$$

Y is the value of the dependent variable

$X_1$  is the independent variable

$\beta_0$  = is the value that y will take when the independent variable is set to zero

$\beta_1$  – the constant regression coefficients. It shows the change in y when there is a one-unit change in the respective independent variable.

$\varepsilon_1$  is the random error that shows the variation in our estimation of y.

simple linear regression was conducted to separately show the factors (perceived usefulness, perceived ease of use, price, social influence, perceived quality) that influence the purchase intention of generational Y on smartphones.

**Hypothesis 1 test: H1.** The perceived usefulness of smartphone brands is directly correlates with a consumer's desire to buy such smartphones.

**Table 10.**Regression coefficients of Perceived Usefulness and Purchase Intention

Variable	B	B	SE
Constant	2.432*		.209
Perceived Usefulness	.315*	.343	.050
R <sup>2</sup>	.12		.672

Note : N = 302

\*p < .001

**Table 10.** The R<sup>2</sup> value tells us that 12% of the variation in purchase intention of smartphones can be explained by perceived usefulness  $F(1, 300) = 39.955, p\text{-value} < 0.001$ . The result tells us that the perceived usefulness of smartphones significantly and positively influences the purchase intention of smartphones ( $\beta = .315, p < .001$ ).

**H2.** An individual's desire to buy a smartphone is directly proportional to its perceived ease of use.

**Table 11** Regression coefficients of perceived ease of use and purchase intention

Variable	B	B	SE
Constant	1.961*		.207
Perceived ease of use	.488*	.448	.056
R <sup>2</sup>	.20		.640

Note: N = 306

\*p < .001

**Table 11.** The R<sup>2</sup> value tells us that 20% of the variation or change in purchase intention can be explained by perceived ease of use  $F(1, 300) = 224.095$ , p-value < 0.001. The findings tell us that perceived ease of use significantly and positively predicted purchase ease of use ( $\beta = .488$ ,  $p < .001$ ).

**H3.** Prices of smartphones are directly related to the purchase intention of smartphones.

**Table 11** Regression coefficients of price and purchase intention

Variable	B	B	SE
Constant	2.480*		.219
Price	.357*	.318	.061
R <sup>2</sup>	.10		.640

Note : N = 302

\*p < .001

**Table 11.** The R<sup>2</sup> value tells us that 10% of the variation or change in purchase intention can be explained by the prices of smartphones  $F(1, 300) = 33.648$ , p-value < 0.001. The findings tell us that prices significantly and positively influence purchase intention of smartphones ( $\beta = .357$ ,  $p < .001$ ).

**H4.** Social Influence positively influences the purchase intention of smartphones

**Table 11** Regression coefficients of social influence and purchase intention

Variable	B	B	SE
Constant	2.485*		.120
Social influence	.406*	.532	.037
R <sup>2</sup>	.28		.606

Note : N = 302

\*p < .001

**Table 11.** The R<sup>2</sup> value tells us that 28% of the variation or change in purchase intention can be explained by the social influence of smartphones  $F(1, 300) = 118.704$ ,

p-value < 0.001. The findings tell us that social influence significantly and positively influences the purchase intention of smartphones ( $\beta = .406$ ,  $p < .001$ ).

**H5.** There is a statistically significant positive relationship between perceived quality and purchase intention of smartphones.

**Table 11** Regression coefficients of perceived quality and purchase intention

Variable	B	B	SE
Constant	1.102*		.206
Perceived quality	.665*	.599	.051
R <sup>2</sup>	.36		.573

Note : N = 302

\*p < .001

**Table 11.** The R<sup>2</sup> value tells us that 36% of the variation or change in purchase intention can be explained by the perceived quality of smartphones  $F(1, 300) = 167.732$ , p-value < 0.001. The findings tell us that perceived quality significantly and positively influences the purchase intention of smartphones ( $\beta = .665$ ,  $p < .001$ ).

**Table 4.13 Decision of the Research Hypotheses**

No.	Developed hypotheses of the Research Study	Decision
1	<b>Hypothesis 1: H1.</b> The perceived usefulness of smartphone brands directly correlates with a consumer's desire to purchase such smartphones.	<b>Supported</b>
2	<b>H2.</b> An individual's desire to buy a smartphone is directly proportional to its perceived ease of use.	<b>Supported</b>
3	<b>H3.</b> Prices of smartphones are directly related to the purchase intention of smartphones	<b>Supported</b>
4	<b>H4.</b> Social Influence positive influences the purchase intention of smartphones	<b>Supported</b>
5	<b>H5.</b> There is a statistically significant positive relationship between perceived quality and purchase intention of smartphones.	<b>Supported</b>

**Conclusion**

The data from the questionnaires were displayed in the chapter. Descriptive analysis is used to compile the demographic profile of the respondents. Additionally, the Pearson reliability test after Cronbach's Alpha To determine the consistency and link between independent and dependent variables, multiple regression and correlation are used. Chapter 5 will present a commentary based on the analysis.

## CHAPTER V

### Introduction

This chapter will cover a summary of the Theoretical Contribution, Practical Implication, findings, and results of the hypothesis testing described in Chapter 4. Additionally, the study's limitations will be noted and discussed. After drawing a conclusion from this study, suggestions for further research will be made.

### Discussion

Many studies have explained factors that affect the online purchase intention of smartphones, some have said price, perceived quality, and social influence strongly while others argued that Perceived ease of use doesn't really affect online purchase intention (Mai, 2016), (Riyath, 2014), (Lau, 2016). Purchasing behavior and social influence are positively correlated, according to Butcher, Sparks, and O'Callaghan (2002). It is obvious that social influence carries a link or recommended connotation.

Several researchers in the literature have emphasized the level which perceived quality and social influence have on online purchase intention, Smartphone companies are increasingly using celebrity endorsement as a marketing technique because of the cultural weight that celebrities carry. Eventually, this URL will go to the supported brand (Musthafa, 2014). According to Venkatesh and Davis (2000), people may decide to engage in particular behaviors if they believe their referents expect them to. (Rakib, 2019) said Complexity is often avoided by people of all ages. Given the technological complexity of smartphones, consumers often choose for less complicated devices when discussing Perceived Ease of Use. According to Mostafa (2015)'s research, perceived quality is a crucial component when building strong brand equity and Consumers assess perceived quality based on intrinsic and external factors (Collins, 2003).

Participants didn't place much importance on a smartphone's price, therefore it should be the last factor considered. It suggests that even if a Smartphone's price is greater, people will still purchase it if the provider can offer a really good product feature. Due to the minimal impact, smartphone providers shouldn't put too much emphasis on price strategies like psychological pricing, which indicates that pricing strategy should not be the main concern for the company.

Even though the research indicates a minimal impact of social influence, social influence may have some significant impact on a person's purchase decision. Better customer service and after-sales support should therefore be offered in order to foster discontent and spread bad word of mouth.

In this study, the majority of smartphone users were neutral on perceived quality as a factor affecting online purchase intention. Therefore, manufacturers of smartphones should research the features that people want, such as greater camera image resolution, faster operating systems, smarter and lighter designs, and any other new and inventive hardware and software features

The participants answer that perceived ease of use as a convenience factor that influences whether or not someone purchases a smartphone. Tasks can be completed more quickly with a smartphone, and consumers can avoid carrying a laptop because the smartphone can handle the tasks that the laptop could. Smartphone manufacturers should concentrate on enhancing the convenience of smartphone use, for example, by enhancing battery life and screen size marginally.

This study also used the Technology Acceptance Model (TAM) which is a broadly accepted framework for understanding and foreseeing people's attitudes toward new forms of technology (Olumide, 2016). TAM is an offshoot of TRA, which proposes that people's actions in social situations are driven by their beliefs and their desire to achieve certain goals. The Technology Acceptance Model (TAM) analyzes how people's beliefs about the value of various technologies influence their actual usage of such technologies, most notably the internet (Gefen et al., 2003). Users' perceptions of the technology's usefulness in facilitating their job are important to its adoption.

Indeed, research has shown that consumers' perceptions of an item's utility have a substantial impact on whether or not they decide to make a purchase on a website and also have a substantial bearing on the (McCloskey, 2006). A customer's anticipation that making an online purchase would be easier than making a purchase in a physical shop is an example of perceived ease of use or buying (Koufaris, 2002). Perceived ease of use in e-commerce, however, has no appreciable impact on online shoppers' attitudes or intentions, as shown by Hernandez et al. (2011).

### **Scale Measurement**

The scale assessment in this study used Cronbach's Alpha reliability test to assess the consistency and correlations among the 34 research items. The reliability coefficient is as follows: Perceived Usefulness is 77%, Perceived Ease of Use is 72%, Price is 71%, Social Influence is 87%, Perceived Quality 80%, and Purchase Intention is 83%. These measures' results show that our scales are reliable.

### **Summary of Finding**

Following a thorough explanation of the study's research objectives and hypothesis, below are the researcher finding:

- Perceive Usefulness plays a significant role in purchasing smartphones online by Generation Y as many participants agreed that smartphone helps in improving learning and working on the internet. According to Thokchom (2012), a consumer's desire to buy a smartphone is affected by how beneficial they believe the device to be. Users believe that possessing a smartphone demonstrates status more so than comprehending the entire usage or functionality of a smartphone, according to research conducted by Ismail (2016), which suggests perceived utility is not crucial to the purchase intention of smartphones.
- Many participants were not conscious of price when purchasing smartphones online but consider perceive quality. Once quality is involved purchase intention becomes faster and easier to consider. According to Mostafa (2015)'s research, perceived quality is a crucial component when building strong brand equity and Consumers assess perceived quality based on intrinsic and external factors (Collins, 2003).
- Smartphone features should be easy to use considering the variable perceive ease of use because social influence also plays a major role in the purchase intention of smartphone. Smartphone with difficult features night is not considered. Khan and Rohi (2013) also found that young people are influenced by recommendations from family and friends when making smartphone purchases.

- The purchase intention of smartphones also depends on friends and family, as such, good messaging is important to resonate among friends and family. Purchase intention demonstrates a propensity person to acquire a product and his judgment of other possibilities based on preferences, experiences, and external influences (Zeithaml, 1988).

### **Theoretical Contribution**

The study's primary theoretical contribution validate consumer behaviour with regard to the elements that influence purchase intentions in the setting of an online marketplace that primarily targets Generation Y.

In a culture where technology plays such a central role, members of Generation Y are often looked to be the go-to experts on all things digital, making them the gatekeepers of information for their families. This position gives members of Generation Y considerable influence over the technical choices and purchases made inside households and among the less tech-savvy individuals who depend on them. In this way, individuals play the role of information gatekeepers, selecting the data they will make available to others based on criteria that may or may not include their personal preferences and needs. This demographic, sometimes referred to as “generation Y,” is comfortable using the internet to research purchases.

A number of publications have been written on smartphone technology and its acceptability and effects among different age groups across the globe. When smartphones were introduced, it was considered a luxurious item that did not mean much to people hence staying without one was not a big issue. Today the smartphone as become a necessity that is owned by almost everybody in modern society and it is the most efficient means of communication in the 21<sup>st</sup> century. In this review, we are going to concentrate much on those publications that single out the current young generation famously known as Generation Y (Gen Y-ers) or Millennials. The focus of this review will be much on the purchase of the smartphone among the youth, and the factors they consider when settling for a certain brand of phone.

### **Practical Implication**

Majority of the students prioritise a product's feature over other factors. The manufacturer of smartphones should research the characteristics that people want, such as greater camera picture resolution, quicker operating systems, smarter and



lighter designs, and any other new and inventive hardware and software features. The smartphone supplier may be able to increase sales and profit by bettering the Product Feature and offering what is desired.

Secondly, convenience is another factor that influences a smartphone user's decision to get one. Users may do things more quickly with a smartphone instead of a laptop since the smartphone can perform the same functions as a laptop. Smartphone manufacturers may concentrate on enhancing the convenience of smartphone use by adding features like a slightly larger screen size, a longer battery life, and more.

Thirdly, social influence may have a significant impact on a person's buying decision, even though research indicates a very little effect. Therefore, in order to foster discontent and spread unfavourable word of mouth, improved after-sales and customer service should also be offered. Last but not least, research shows that price has the least influence on customers' purchase decisions for smartphones, suggesting that the firm's pricing strategy shouldn't be its top priority.

Lastly, student did not place much importance on a smartphone's price, therefore it should be the final factor taken into account. It suggests that even if a Smartphone's price is greater, people would still purchase it if the supplier can offer a really good product feature. Due to the minimal impact, smartphone providers shouldn't put too much emphasis on price strategies like psychological pricing.

### **Limitation**

The sample was only drawn from the Faculty of Economic and Administrative Science at Near East University; therefore, its results may not be applicable to a broader managerial context. Also, there were only six hypothesized variables in this study, and it's possible that other factors than these six also influenced respondents' purchase intentions. Another issue is the questions are drawn from international research that may not be relevant to the Department of Economics and Social Science. Since this study relied on a self-administered questionnaire, there's a chance that some participants didn't fully grasp the nature of the questions being asked and therefore picked an answer at random without giving it much thought.

## **Conclusion**

A smartphone is a useful tool for communication. According to some, smartphones have revolutionized communication. The younger generation cannot imagine living without one because of how intertwined it has become into daily life. An in-depth analysis of the factors affecting the purchasing intentions of smartphones was the goal of this research. The goal of this study, which was to discover all the factors affecting consumers' intentions to buy smartphones has been accomplished. Only perceived usefulness has a substantial impact on purchasing intention, according to the data study. Other elements, such as social influence, perceived ease of use, perceived quality, purchase intention, and price should not be undervalued even though they do not appear to have a major impact on the desire to purchase smartphones.

Lastly, this study's significance, limitations, and recommendations for future research are presented as advice for marketers and researchers to improve their goods in order to draw in more customers and, accordingly, for future research objectives. This study is intended to provide a clear understanding of the factors affecting smartphone purchasers' intentions.

## **Recommendation**

In the researcher's opinion, dealing with Generation Y will necessitate new models that may differ significantly from those utilised in the literature, new analytical tools, and new approaches to selling, marketing, branding, and advertising. Also, it is advised that smartphone manufacturers pay attention to this group of customers, as they are more inclined to buy an expensive phone if they find it helpful and practical for their jobs and personal needs.

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**NEAR EAST UNIVERSITY**  
**Application Form for ethical approval**

<b>1. Title of the study</b>
<b>Factors affecting online purchasing intention of Generation Y on Smartphones.</b>

<b>2. Primary applicant</b>	
<i>Notes: Please note that by entering your full name below, you will be considered as signing this form.</i>	
<b>Full Name and Signature</b>	<b>Miama Mama Pewee</b>
<b>Graduate School</b>	<b>Graduate School of Social Sciences</b>
<b>Department</b>	<b>Marketing</b>
<b>Contact-mail &amp; phone number</b>	<u>20213477@std.neu.edu.tr</u> +231886119930

<b>3. Research Team</b>	
<i>Notes: If there are other researchers included in this study (including supervisors), their names, titles, affiliations, emails, and roles project should be provided. Please note That by entering your full name below, you will be considered for assigning this form.</i>	
<i>Please add as many people as required by adding new rows below.</i>	
<b>Full Name and Signature:</b>	Assoc Prof Dr Ahmet Ertugan
<b>Role:</b>	<b>Supervisor</b>
<b>Email:</b>	<u>ahmet.ertugan@neu.edu.tr</u>

<b>4 . Funding Body</b>
<i>Notes: Please provide the details of the funding body if your research received funding from a funding body.</i>



<b>Name of the Funding Body</b>	<b>None</b>
<b>Contact Person</b>	<b>None</b>
<b>Contacte-mail address &amp; phone number</b>	<b>None</b>
<b>5. Proposed Dates of Research</b>	
<b>Research start date</b>	<i>15/11/2022</i>
<b>Research end date</b>	<i>06/12/2022</i>

**6. Briefly describe the purpose of your research.**

This research seeks to examine *How Generational "Y" choose smartphones on the internet* and will expose the underlying factors of what generational Y considers when choosing smartphones.

**At the same time,**

1. To determine the effects of online shopping on smartphones.
2. To evaluate Generational Y decision-making process on smartphones.
3. To examine the influence of the internet on Generational Y purchase intention.

**7. Briefly describe the method and procedures to be followed during data collection. Please enclose any relevant materials (including interview questions where possible, participant information sheet(s,) and participant consent form(s) where applicable).**

*Notes: Please make sure that your explanations cover the answers to the following questions.*

*What kind of data will be collected from the participants? (e.g. qualitative data about drug use, quantitative data about voting behavior, etc.) What sort of data collection tools will be used? (e.g. Semi-structured questionnaires, structured questionnaires, etc.) When and where will the data be collected? How long will data collection last? Who are the intended participants and how will they be selected/ recruited? (e.g. Age, Gender, intended sample size, representative sampling, convenience sampling, etc.) Will the participants be paid for their time and effort? If so, how much and what will the nature of this incentive/ reimbursement be? How do you plan to provide the participant with an information sheet(s) to participants? When and how exactly do you plan to obtain consent from participants?*

### **Methodology**

The researcher will use a quantitative method. The tool the researcher will use is the structural questionnaire tool. The data will be collected from November 15 to December 6, it will be collected from active students from the Faculty of Economics and Administrative Sciences. The data collection will last for three weeks.

### **Participants**

The intended participants of this research **Examining Factors affecting the purchasing decision of Generation Y on Smartphones** will be active students from the Faculty of Economics and Administrative Sciences. The participants will be randomly selected within each of the departments under the Faculty of Economics and Administrative. For this study, a convenient sample method will be used in each department from the Faculty of Economics and Administrative and the age range of the study participants will be between 18- 35+ including males and females. Unique sample size will therefore be determined from the population of 7814 which constitutes the total percentage of the faculty of social sciences. Furthermore, the researcher believes that a sample size of 367 will be needed in this study according to Krejcie and Morgan's 1979 table for sample size determination at a 95%

confidence interval for 7814 which is close to 8000 constituting the number of students at the Economics and Administrative( Up to Summer Term 2022) according to the faculty. The participants to be selected for this study will voluntarily aid the researcher without any reward. Therefore, primary data will be used in the data study and a questionnaire will be used in collecting the data. The researcher instruments in this study will be self-administered questionnaires through electronic platforms such as WhatsApp, and email and will also be hand delivered to active students in the Faculty of Economics and Administrative.

### **Measurement Instrument**

The structured questionnaire enables the researcher easily tabulate and analyze the data and self-administered questionnaire. This method is reliable in a descriptive study to avoid interference from the interviewer. It also gives respondents sufficient time on items that requires them to consult before responding to the questionnaires. The questionnaire in this study is going to be composed of sections 1 and 2. Section 1 will be the background information of the participants while section 2 will be the measurement of the variable of the student and each of the items that will be on the questionnaire will be measured by the Likert scale.

The questionnaire that will be used for this research was adopted by Dr. Sarod Khandfake, Swinburne and proof of consent is attached. All of the questions are divided into six parts and contain **34** items, including **perceived usefulness, perceived ease of use, price, social influence, perceived quality, and purchasing intention.**

All items will be measured on the Five-Point Likert Scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

**8. Do you intend to collect data from any vulnerable groups (e.g. prisoners, minors, socio-economically disadvantaged, etc)? If so, please provide details regarding how you will be accessing these groups and how you intend to protect their rights within the process of your research.**

**NO**

**9. Does your research necessitate any deception? If so, please provide reasons for this and also provide details of the debriefing session you plan to do with the participants. If information will be withheld from the participant any stage during the research, when and how will they be provided with full information?**

**NO**

**10. Do you foresee any psychological or physical discomfort for the participants? If so, how do you intend to minimize or overcome these?**

**NO**

**11. Where and for how long do you plan to store the data? How will you make sure that personal data will not be obtained by third parties?**

*Notes: Please describe all the measures you will be taking in terms of keeping the participants' data confidential and anonymous during the research process and after its completion*

The hard copies of the data collected will be locked in a cabinet for two years while the electronic records of collected data will be stored in a file protected by a password on my computer for the same two years. After, both the electronic and hard copies will be saved in an archive for future purposes.

---

**12. Date of Application**      19/10/2022

---

**Note: Please attach all relevant data collection materials (List of Questions, Participant Information Sheet(s) and Participant Consent Forms) to this application Form and make sure that you compile all documents into PDF file before submission.**

## APPENDICES

### Appendix A

#### Reply of Consent

Sarod Khandaker

Oct 5, 2022, 4:28 PM (13  
days ago)

to me

Dear Miama M. Pewee,

Thank you for your email. No problem. You have my permission.

Please acknowledge the use of data and articles in the abstract and reference section.

I wish you all the best



Regards

Sarod

**Dr Sarod Khandaker**

**Program Director, Master of Finance**

**Lecturer in Finance**

School of Accounting, Finance and Economics | Swinburne University of  
Technology

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## Appendix B

### Factors affecting online purchasing intention of Generation Y on Smartphones

#### Re: Participant Information Sheet and Informed Consent Form

Dear Participant,

The attached questionnaire is part of a research study we are carrying out to understand how Generational Y purchases smartphones. You agree to participate in this study by filling in the attached questionnaire.

Please note that your participation in the study is voluntary and whether you agree to participate or not will not impact your grades or academic assessment in any way. Your identity will not be revealed in any case to third parties.

The data collected during this study will be used for educational purposes only and may be presented at national/international academic meetings and in publications. You may quit participating in this study at any time by contacting us. If you opt to pull out of the survey, your data will be deleted from our database and will not be included in further opt-out steps of the study. In case you have any questions or concerns, don't hesitate to get in touch with us using the following information:

#### Factors affecting the purchasing decision of Generation Y on Smartphones

##### SECTION 1

Personal details

Please tick (✓) as appropriate:

**Do you have a smartphone** yes( ) no( )

**Your gender**

Male  Female

**Your age**

18-22  23-27  28-32  32 -36  36+ ( )

**Your level at the university**

Freshman  Sophomore  Junior  Senior  Master  PhD

**Department**

Marketing ( ) International Relations ( ) Business Administration ( )

Banking and Finance ( ) International Business International Law ( ) Others ( )

**SECTION 2**

Please tick (√) to respond on a scale of 1 to 5 as

**Strongly Disagree = 1 Disagree = 2 Neutral = 3 Agree = 4 Strongly Agree = 5****Perceived usefulness**

PU1	Smartphones help in improving my learning and working on the internet.	1	2	3	4	5
PU2	Smartphones help strengthen the link between people (to communicate).	1	2	3	4	5
PU3	Smartphones allow adequate time management.	1	2	3	4	5
PU4	Smartphones features enable me to accomplish tasks more quickly	1	2	3	4	5

***Perceived Ease of Use***

PEU1	Smartphones have a user-friendly interface.	1	2	3	4	5
PEU2	I find it easy to get the smartphone to do what I want to do	1	2	3	4	5
PEU3	Interacting with a smartphone requires a lot of mental effort.	1	2	3	4	5
PEU4	I need to consult the user manual often when using a smartphone.	1	2	3	4	5
PEU5	Overall, I find smartphones are accessible to use.	1	2	3	4	5

### ***Price***

P1	I prefer purchasing a smartphone for a high price.	1	2	3	4	5
P2	I prefer purchasing a smartphone for a reduced price	1	2	3	4	5
P3	I think the price is an essential factor in judging the quality of a smartphone	1	2	3	4	5
P4	I think smartphones are expensive.	1	2	3	4	5
P5	I consider the price mainly when I decide to buy a Smartphone	1	2	3	4	5

### ***Social Influence***

SI1	I feel like buying a new smartphone when my family and friends show their new smartphones to me.	1	2	3	4	5
SI2	I usually consult my family or friends before buying a new smartphone	1	2	3	4	5
SI3	I want to have a high-specification smartphone as my family/friend does	1	2	3	4	5
SI4	My family/friend always persuades me to buy the same smartphone/brand as theirs	1	2	3	4	5
SI5	I love to have the same smartphones as my family member/friend.	1	2	3	4	5
SI6	I usually look for information about smartphones on the Internet.	1	2	3	4	5



### *Perceived Quality*

PQ1	I think quality is the prior criterion when considering purchasing a smartphone	1	2	3	4	5
PQ2	Smartphone brands are reliable brands	1	2	3	4	5
PQ3	Smartphones have excellent features	1	2	3	4	5
PQ4	Smartphone brands have good quality	1	2	3	4	5
PQ5	Smartphones are safe to use	1	2	3	4	5
PQ6	Smartphone brands are trustworthy	1	2	3	4	5

### Purchase Intention

PU1	I plan to purchase a smartphone in the near future.	1	2	3	4	5
PU2	I search for information about smartphones regularly.	1	2	3	4	5
PU3	I always discuss smartphones with my friends and family	1	2	3	4	5
PU4	Buying a smartphone is beneficial for daily life	1	2	3	4	5
PU5	I will consider the brand of the smartphone before I purchase it	1	2	3	4	5
PU6	I will consider the price of the smartphone before I purchase it	1	2	3	4	5
PU7	I will consider the product feature of the smartphone before I purchase it	1	2	3	4	5
PU8	I will suggest my friends/family purchase a smartphone	1	2	3	4	5

*Thanks*

## Appendix C



### SCIENTIFIC RESEARCH COMMITTEE

03.11.2022

Dear Miama Mama Pewee

Your application titled **“Factors affecting online purchasing intention of Generation Y on Smartphones”** with the application number NEU/SS/2022/1436 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.



Prof. Dr. Aşkın KIRAZ

The Coordinator of the Scientific Research Ethics Committee

## Appendix D

### FACTORS AFFECTING ONLINE PURCHASE INTENTION OF SMARTPHONES ON Generation Y

#### ORIGINALITY REPORT

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