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Research Article

FACTORS INFLUENCING SMARTPHONE PURCHASE BEHAVIOR AMONG YOUNG ADULTS IN NIGERIA

Ayodele, Adeola Adetola and Chioma Dili Ifeanyichukwu

Nnamdi Azikiwe University Awka Nigeria

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ABSTRACT

With the current paradigm shift from analogue telephoning to digital and the astronomical increase in the active mobile subscribers and teledensity in Nigeria, this has led to the emergence of mobile communication device that enhances this shift. The smartphone provides an opportunity for internet-enabled communication due to its multi-tasking ability. Arguably, it is expedient to investigate the determinants of Smartphone purchase behavior in an emerging economy like Nigeria. More so, Smartphone was found to be common among young adults who make up the larger percentage of Smartphone market in Nigeria. Based on the foregoing, the study seeks to empirically investigate the determinants of Smartphone purchase behavior among young adults in Anambra State, Nigeria. To achieve the objective, survey research design was adopted and quota sampling was chosen as the sampling technique. A sample size of 437 respondents was statistically drawn and the research instrument was a questionnaire. Hypotheses were tested using multiple. The result of the data analysis had serious implications for retail management among others. It is recommended that Smartphone marketers should adopt a customized marketing mix strategy, also various attractive features should be offered to better appeal to the young adults and a more attractive appealing pricing strategy should be adopted.

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INTRODUCTION

In recent times, globalization which is at its peak has continued to drive the rapid growth of international trade and global corporation while advances in e-commerce and the emergence of the internet have changed how businesses and customers do things (Ifeanyichukwu, 2016). Nigerian telecommunication industry has witnessed astronomical growth and development in recent times compared to what one used to experience some two decades ago. The auction for digital mobile licensing conducted by the Nigerian Communication Commission (NCC) in 2001 brought about the emergence of three mobile operators: ECONET (now Airtel), MTN and MTEL - an offshoot of the incumbent operator NITEL; and the auction process was adjudged as one of the best auction process in the telecommunication industry worldwide (Olatokun & Nwonne, 2012). By 2002, the fourth Digital Mobile License (DML) was issued to Globacom through another transparent auction process (Olatokun & Nwonne, 2012).

One of the veritable devices for mobile communication especially the GSM mobile communication is the mobile handset. It is through the mobile handsets that these GSM service providers connect mostly with their customers. According to Nigerian Communication Commission report,

Nigeria has 129, 002, 84 active GSM subscribers with a teledensity of 92.14% as at February 2014 (NCC, 2014). Among the 129 million active mobile subscribers in Nigeria, only about 5 million smartphones are in use (Okoye, 2013) representing 4% (Oketola, 2013). More so, considering Nigeria's total number of GSM internet subscribers as at February 2014 which amounted to 53,474,364 (NCC, 2014), one can conclude that the usage rate of Smartphone is alarmingly low.

A Smartphone is a mobile device with a voice and data capabilities and which runs an operating system that allows the installation and running of third party native applications (Mobipedia, 2014). The smartphone is a higher improvement in technology of the existing cell phone which could only be used to make calls, send text messages and may support constrained browsing (Subramanian, cited in Chow, Cheng, Yeow & Wong, 2012).

Smartphone usage is still at the introductory stage in African with just 2% market size in comparison to China with 27%, Europe with 17%, emerging Asia with 14% and North American and Latin American with 13% and 14% respectively (Okoye, 2013). Juwaheer, Vencatachellum, Pudaruth, Ramasawmy and Ponnusami (2014), state that the larger

*Corresponding author: Ayodele, Adeola Adetola
Nnamdi Azikiwe University Awka Nigeria

portion of Smartphone users is technocentric young customers which undergraduates are part of it.

Nowadays, consumers tend to shift their preferences from a basic cell phone to a Smartphone and this is obviously the major reason why mobile phone manufacturers move their production towards smartphones (Chow *et al.*, 2012). In the case of Nigeria, the crave for smartphones especially among young adults is increasing at an increasing rate (Okoye, 2013). This has called for the need to determine factors that these teeming young consumers consider in the course of purchasing a Smartphone. The smartphone has revolutionized the way we do things; the role Smartphone plays in today's society is phenomenal (Malviya, Saluja & Thakur, 2013). Today's Smartphone is taking the role of the computer, making it possible to do a lot with this small handheld device. It has a broad use such as sharing information, paying for the product, browsing and shopping (Malviya, Saluja & Thajur, 2013). Virtually every activity today has a Smartphone application for it (Mackenzie cited in Malviya, Saluja & Thakur, 2013).

In Nigeria, smartphones are predominantly used to run social media applications and the larger percentage of the users is young adults (Blessobi, 2012). Also, Nigeria has one of the fastest Smartphone market penetrations in Africa after South Africa (Osugwu, 2014). From the foregoing, it is expedient for every potential and actual Smartphone manufacturer and Marketers in Nigeria to ascertain factors that these young consumers put into consideration while making their purchase. Studies have been conducted on the antecedents of Smartphone purchase behavior among young adults (Chow *et al.*, 2012; Malviya, Saluja & Thakur, 2013; Jainarain, 2012; Das, 2012; Osman *et al.*, 2012; Yu-Jui, 2012; Leelakulthanit & Hongcharu, 2012; Vinyrinda & Sihombing, 2013 and Juwaheer *et al.*, 2014). These studies were alien to Nigerian environment and were carried out in different cultural settings. No empirical study has been carried out on this subject matter in Nigeria especially in the South-East Nigeria with special reference to young consumers. In order to fill this existing gap in knowledge, determinants of Smartphone purchase behavior among young adults are investigated.

The broad objective of this study is to empirically investigate the determinants of Smartphone purchase behavior among young adults. Specifically, the study seeks:

1. To identify key factors which have a dominating effect on young adults' behavior while purchasing Smartphone.
2. To determine the effect the identified factors have on young adults' purchase behavior towards Smartphone.

LITERATURE REVIEW

Purchase Behaviour

Schiffman and Kanuk (as cited in Vinyrinda & Sihombing, 2013), defined consumer behavior as the behavior that consumers show while searching for, purchasing, using, evaluating and disposing of goods and services. They further assert that consumers expect the behaviors will satisfy their needs. Consumer behaviors also center on how individual make their decisions to spend their available resources on consumptions related items (Tripathi & Singh as cited in

Vinynda & Sihombing, 2013). Therefore, consumer decision-making process is pivotal to consumer behavior. According to Chen *et al.* (as cited in Vinynda & Sihombing, 2013), consumer decision-making process is an avenue for the consumer to make decisions from two or more choices when buying goods and services. Kotler and Armstrong (2010) recognize five stages of consumer decision process, such as need recognition, information search evaluation of alternatives, purchase decision, and post-purchase behavior. Linking this with purchasing behavior, consumers often have the unlimited demand to met their needs and satisfaction to get something newer or better. This can be attributed to the fact that each individual has his or her own behavior, attitude and thought when choosing products and making a purchase decision (Osman *et al.* as cited in Vinynda & Sihombing, 2013).

Generally, purchase decision of a consumer will be to buy the most preferred brand (Vinynda & Sihombing, 2013). Purchase intention is one factor that can explain purchase decision. Particularly, consumers may form a purchase intention on the basis of factors like expected income, price and product benefits (Kotler & Armstrong, 2010).

From the fore goings, it can be said that intention to purchase may be seen as a reflection of real purchase behavior (Nasermoadeli as cited in Vinynda & Sihombing, 2013). The greater the purchase intention is, the greater a consumer's desire to buy a product is (Vinynda & Sihombing, 2013).

Product Feature- A feature is an attribute of a product that meet the satisfaction level of consumer's needs and want through the owing of the product, usage, and utilization for a product (Kotler, Armstrong & Gary, 2007). In these modern days of technology, consumers have come to realize that different feature will bring a diverse level of satisfaction towards Smartphone (Chow, Chen, Yeow & Wong, 2012). Modern days phones have wireless connectivity, a built-in web browser, application installation, full programmability, a file management system, multimedia presentation and capture, high resolutions displays, several gigabytes of storage and location and movement sensors (Oulasvirta *et al.* as cited in Chow *et al.*, 2012). Apart from operating system (OS), the camera is the feature that Smartphone users focus on (Chow *et al.*, 2012). The commonest operating systems (OS) for Smartphone in Nigeria are Android, Windows mobile, IOS (Internet operating system) and RIM Blackberry. Chang and Cheng (as cited in Chow *et al.*, 2012) opine that each operating systems have its own exclusive personalities and background. Consumers select products based on features which create specific benefits that engender specific outcomes that are supportive of personal values (Wickliffe & Psyarchik as cited in Chow *et al.*, 2012). Puth *et al.* (as cited in Chow *et al.*, 2012), reiterates that consumers use attributes (features) to make a comparison between competitive brands and marketers should take cognizance of product features as it can determine consumers' purchase behavior. Thus, we can assume that Smartphone features influence purchase behavior of undergraduate students.

Price- Nagle and Holden (2002) state that price can determine where the consumer will trade with a product. In the word of Smith and Carsky (as cited in Chow *et al.*, 2012), price will always be the key factor consumers will consider before

making any purchase decision. Price is considered by Karjaluoto *et al.* (as cited in Juwaheer, Vencantachellum, Pudaruth, Ramasawny & Ponnusami, 2014) as a critical factor affecting the choice of Smartphone among young people. Similarly, Kabadey, *et al.* (as cited in Juwaheer *et al.*, 2014), assert that mobile phone customers have perceived price as a significant indicator of product quality, whereby high price indicates advanced technology, design, and improved features. In the study carried out by Malasi (as cited in Juwaheer *et al.*, 2012), he described price as a determining factor in shaping the future purchase habits of young consumers. Price could be said as the most influential factor affecting the purchase of a new mobile phone (Singla; Worlu cited in Juwaheer *et al.*, 2012). Aaker (as cited in Chow *et al.*, 2012) finds that the level of price positively affect behavioral intentions majorly due to the fact that price establishes an image of the brand (product) in the eyes of the consumers. It can, therefore, be assumed that positive relationship exists between price of a Smartphone and the purchase behavior among undergraduate students.

Brand Name -Brand names are veritable assets that help correspond product quality and suggest exact knowledge structures which relate to the brand (product) (Srinivasan & Till cited in Chow *et al.*, 2012). Beverland *et al.* (as cited in Leelakulthanit & Honcharu, 2012), asserts that brand does not only provides a unique identity and distinguishing mark but also corresponds the firm to its products or services. At the consumer level, Chu and Keh (as cited in Leelakulthanit & Hongcharu, 2012) posit that brand positively affects behavioral outcomes, including purchase intent. In recent studies conducted by Liaogang *et al.* and Kang (as cited in Juwaheer *et al.*, 2012), they found out that brand was perceived to be a key factor in shaping the purchase behavior of Smartphone among young customers. Also, in the word of Keller (2007), branded product's success is a function of the creation of brand awareness, reaching consumers' minds and pushing them towards a preference of that specific brand. On this premise, Lin *et al.* (as cited in Juwaheer *et al.*, 2014) opine that higher brand image would lead to a higher level of understanding and purchase intention. Also, Hwa (as cited in Juwaheer *et al.*, 2014), opines that consumers prefer to buy branded products and services as brands offer quality assurance and generate choices as well as simplifying purchase decision. Thus, we can assume that Smartphone brand name is positively related to purchase behavior among undergraduate students.

Social Influences -Social influence implies one person's cause in another to make a change on his/her feelings, attitude, thoughts, and behavior, intentionally or unintentionally (Rashotte cited in Chow *et al.*, 2012). This is as a result of interaction with each other. According to Nelson and Mcleod (as cited in Chow *et al.*, 2012), social influence includes the influence of media, parents, and peers. Generally speaking, peers are the primary influences followed by media and parents (Chow *et al.*, 2012). Also, Agbonifoh, Ogwo, Nnolim and Nkamnebe (2007) assert that a person's purchase behavior is a function of people he or she tends to imitate. Furthermore, in a study conducted by NAR's centre for Realtors in 2009 as cited by Chow *et al.* (2012), it was reported that the most used Smartphone application category is the social media application; consequently, Smartphone users use the phone to keep contact with their friends, colleagues and families in the

social network sites. This reveals that people will be influenced by, peers and families while making any buying decision. From the fore goings, we can assume that there exists a relationship between social influences and purchase behavior of Smartphone among undergraduates.

Aesthetic Value- Aesthetic value was added as another construct that could determine purchase behavior of Smartphone among undergraduate students; this was adopted from the study carried out in Thailand by Leelakulthanit and Hongcharu (2012). In the Nigeria Smartphone market, competition is fierce among the market leaders like Samsung, BlackBerry, HTC, and Nokia, and it is getting fiercer with the entrance of other Smartphone manufacturers like Tecno, Solo, Gaga, LG, Gionee, Infinix and others. In this kind of keen competition, it is crucial for firms to make use of all their sources of competitive advantage, including design (Murtzin, cited in Leelakulthanit & Hongcharu, 2012). In the same vein, Schmitt and Simonson (as cited in Leelakulthanit & Hongcharu, 2012) stated that in a rising competitive market, manufacturers believe that styling or changing the physical appearance and presentation of products could encourage the customer to purchase the product.

Theoretical Framework

This study was based on Chow, Chen, Yeow and Wang (2012) theoretical model. This theoretical model was propounded and conceptualized by Chow, Chen, Yeow and Wang and focuses on Smartphone demand among young adults. The model conceptualized that product features, brand name, price and social influences are the determining factors of Smartphone purchasing behavior among young adults.

This study adapted this theoretical model because it captures the main objective of this study, which is to investigate the determining factors that undergraduates (young adults) consider in the course of purchasing a Smartphone and also the model was based on young adult, of which the population of this study falls into the category. The undergraduates can be classified as young adults. More so, this model was developed in Malaysia, a country that almost has similar economic, political and social terrain with Nigeria.

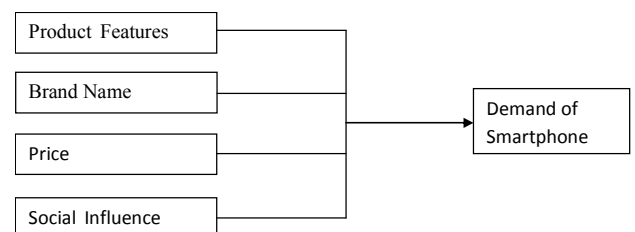


Fig 1 Model of Smartphone Purchase Behaviour.

Source: Chow, M.M.; Chen, L.H; Yeow, J.A. & Wong, P.W. (2012)

Many studies have been carried out on consumer purchase behavior in general and high involvement product like Smartphone regarding the factors that determine purchase behavior of such product. A review of some of these works is presented below.

In a study carried out by Osman, Talib, Sanusi, Shiang-Yo and Alwi (2012) among 1814 Smartphone users across Malaysian major cities on the trend of Smartphone and its usage behavior,

they found out that selling price is not the most important factor that affects Smartphone purchase decision, whereas the consumers perceive other factors such as design (aesthetic value), connectivity (feature) and performance (feature) to be more important than price. They further posit that Smartphone is perceived by consumers as a durable item, which the price sensitivity is low. In a similar vein, Yu-Jui (2012) supports the view of Osman *et al.* (2012) in a similar study conducted on the determinants of Smartphone purchase decision using 154 Taiwanese; he found out that people consider that price serves as an inverse indicator in terms of buying decision. Osman *et al.* (2012) also found out that the most attractive market for smartphones is consumers from young age group with purchasing power. More so, in a study conducted by Leelakulthanit and Hongcharu (2012) using Thai adult phone users as a case study, they found out that the positive determinants of Smartphone repurchase were a brand name, the beauty of design (aesthetics) and fair price respectively. This is in consonance with the study conducted among Finish consumers by Nagarkoti (2009), using focus group interview for participants between age 20-30 from Helsinki region, he found out that all the focus group participants have expensive Smartphone and according to them expensive Smartphone is more durable, reliable, and have higher processing ability and a lot more. Nagarkoti (2009) also found out that decision to purchase a Smartphone by the participants was not influenced by a parent, peer or media. This is in contrary with Chow *et al.* (2012) in their work done in Malaysia among 300 undergraduate students of Meleka University, they found out that the primary influences are peers followed by media and parent, also it is in contrary with Agbonifoh *et al.* (2007) when they submit that a person's purchase behavior is a function of people he or she tends to imitate. Malviya, Saluja, and Thakur (2013), in their study conducted in India using Confirmatory Factor Analysis (CFA) to demonstrate the suitable appropriateness of their model using 250 respondents confirmed that pricing, features, brand names, social influences are important factors which contribute to the purchase decision of smartphones. However, they revealed that price is not a key concern for people using smartphones. They opined that it might be that the convenience provided by the Smartphone is worthy enough, to pay even a little higher for a Smartphone (Nagarkoti, 2009; Osman *et al.*, 2012 and Yu-Jui, 2012). This finding is in contrary with Juwaheer *et al.* (2014), in their work done in Mauritius among 150 young mobile phone users, they found that the actual price of mobile phones is a major determinant impacting on the selecting of mobile phone among young consumers. Juwaheer *et al.* (2014) also found out that aesthetics appearance of a Smartphone influences its purchase decision among young consumers in Mauritius. They further revealed that consumers were vocal about the aesthetic aspects of mobile phone devices. Yu-Jui (2012), in his study, conducted to explore Smartphone consumer behavior by finding out the determinants of Smartphone purchase behavior using 154 Taiwanese, revealed that product performance (feature), branding, product design (aesthetics) and price have an influence on people's buying decision process. He found out that brand image of a Smartphone vendor affects people's purchase decision, however, the influence is rather minute in

comparison to other factors; appearance (aesthetics) influences consumer behavior easily.

Table 1 Determinants of Smartphone purchase behavior- literature review

Major determinants	Authors
Product features, brand name, price and social influence	Chow, Chen, Yeow and Wong (2012)
Brand performance, utility, attribute type	Jainarain (2012)
Brand reputation, aesthetic value, fair price	Leelakulthanit and Hongcharu (2012)
Advertisement, wide variety of usage, low maintenance, feature, price and free accessories	Das (2012)
Product performance, branding, product design and price	Yu-Jui (2012)
Familiarity, brands, social influence	Osman, Talib, Sanusi, Shiang-Yin and Alwi (2012)
Price, brand preference, feature and social influence	Malviya, Saluja and Thakur (2013)
Price, perceived brand value, features, lifestyle	Juwaheer, Vencatachellum, Pudaruthy Ramasawmy and Ponnusami (2014)

Source: Researcher's own elaboration based on Furajji, Latuszynska and Wawrzyniak (2012).

Based on the literature reviewed so far, we, therefore, hypothesized as follow:

- H₁:** Smartphone's features will influence its purchase behavior among undergraduates.
- H₂:** Smartphone's brand name will influence its purchase behavior among undergraduates.
- H₃:** Smartphone's price will influence its purchase behavior among undergraduates.
- H₄:** Social influence will affect Smartphone's purchase behavior among undergraduates.
- H₅:** Smartphone's aesthetic values will influence its purchase behavior among undergraduates.

The proposed research model can be represented diagrammatically thus:

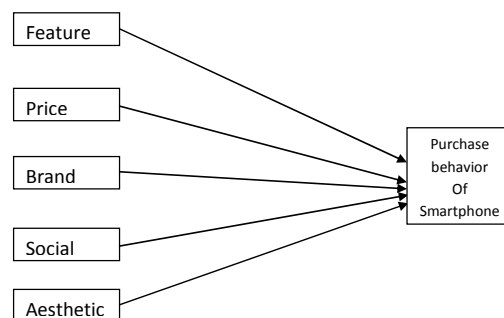


Fig. 2 Research Framework

Source: Researchers elaboration

METHODOLOGY

The research design adopted in this study is survey research – which involves asking the respondents questions and recording the responses, the purpose of which is to elicit answers to the questions needed to address the objectives of the study (Okeke, Olise & Eze, 2012). The population of this study comprises young adults in Anambra State. The population is unknown because the researchers could not obtain a sampling frame.

This study employed quota sampling technique. The purpose was to ensure that respondents from the various demographic characteristics are involved in the sample. Quota sampling involves the selection of potential respondents according to pre-specified quotas for either demographic features or specific behaviors though disproportionately (Okeke, Olise & Eze, 2012). Since the population of the study is unknown, the researchers adopted a formula that estimates the representatives of the samples on certain critical parameters at an acceptable level of probability. The formula for sample size determination adopted for this study is:

$$n = \frac{Z^2(S_{\bar{x}})^2}{e^2}$$

at 95% confidence level and arrived at 437.

This study employed structured questionnaire as an instrument for data collection. The questionnaire comprises two sections, namely sections A and B. Section A was centered on the personal information of the respondents while section B was based on the constructs of the study i.e. the determinants of Smartphone and consumer purchase behavior respectively. A seven-point scale, ranging from strongly disagree to strongly agree was used in designing the questions. Items on product features were adapted from Market Analysis and Consumer Research Organization (MACRO, 2004), items on brand name were adapted from the work of Rio, Vazquez and Iglesias (2001), items on price were adapted from the work of Cheong and Park(2005), items on social influence from the work of Pederson (n.d) and Bowman, Reuver and Visser (n.d). Items on aesthetic value were adapted from the work Leelakuthamit and Hongcharu (2012) while items on purchase behavior were adapted from the work of Park & Cheng (2007), Venkatesh et al. (2003) and Cheong and Park (2005). The internal consistency of the research instrument was tested using Cronbach’s alpha coefficient. Multiple regressions were used to test the significance of the hypotheses earlier stated.

RESULTS

Out of 437 copies of the questionnaire distributed, 308(70.5%) were returned as duly filled and usable questionnaire.

Table 1 Model Summary^b

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.373 ^a	.139	.125	.93562988	1.524

- Predictors: (Constant), Aesthetic value, Price, Social influence, Product features, Brand name
- Dependent variable: Purchase Behaviour

The model summary of the regression analysis in table 1 showed a correlation coefficient of .373, which is significant at .000. This implies that the measurement model is fit for the data. Also, because the p-value is less than .05, the model is significant. The R² is .139 which implies that 13.9% variation in the dependent variable (purchase behaviour) is accounted for by variation in the independent variables. The Durbin-Watson (D-W) statistic that measures multicollinearity, for this study is 1.524 and it is within the acceptance range, this confirms the absence of redundant variable(s) and therefore, no variable needed to be expunged.

Table 2 below show the beta coefficients, which give the contributions of each independent variable to the model while t-values and p-values reveal the effect of the independent

variables on the dependent variable and the critical ratio and the p-values respectively. In this model, product features (t = -3.524, p = .000 < .05), we accept the alternative hypothesis that product feature has a significant effect on smartphone purchase behaviour. Brand name (t = .504, p = .614 > .05), we, therefore, reject the alternative hypothesis that brand name has a significant effect on smartphone purchase behaviour. Price (t = -5.309, p = .000 < .05), we, therefore, accept the alternative hypothesis that price has a significant effect on smartphone purchase behaviour.

Social influence (t = .657, p = .512 > .05), we therefore reject the alternative hypothesis and conclude that social influence does not have a significant effect on smartphone purchase behaviour. Aesthetic value (t =4.417, p = .000 < .05), we therefore accept the alternative hypothesis and conclude that aesthetic value has a significant effect on smartphone purchase behaviour. Moreover, from the magnitude of t-values, aesthetic value has the highest effect, follow by product features and price in that order. The unstandardized Beta Coefficients were calculated to show the importance of a predictor in the model. The Beta value for Aesthetic value (.283) indicates that aesthetic value has the strongest relationship with purchase behavior, while product features (-.219) showed the next strongest relationship and Price (-.331), the third strongest relationship.

Table 2 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.166E-017	.053		.000	1.000
Product features	-.219	.062	-.219	-3.524	.000
Brand name	.034	.068	.034	.504	.614
Price	-.331	.062	-.331	-5.309	.000
Social influence	.043	.065	.043	.657	.512
Aesthetic value	.283	.064	.283	4.417	.000

a. Dependent Variable: Purchase behavior

DISCUSSION OF FINDINGS

This study found out that aesthetic value of a Smartphone has a significant effect on the undergraduates’ purchase behaviour. This is supported by the studies carried out by Osman et al. (2012), Yu-Jui (2012), Leelakulthanit and Hongacharu (2012) and Juwaheer et al. (2014). This may be as a result of fashion and fad mindedness of most young adults. More so, the study revealed that smartphone features have a significant effect on the purchase behaviour of the device among young adults. This is in consonance with the work done by Osman et al. (2012), Yu-Jui (2012), Nagarkoti (2009), Chow et al. (2012) and Malviya et al. (2013). Undergraduates mostly consider the features of a smartphone before and during the purchase. And they usually look for Smartphone that allows easy usage of social media applications (BlessObi, 2012).

In our study, it was found out that the price of a smartphone has a significant effect on the purchase behaviour among young adults. This supports the findings of Osman et al. (2012) when they found out that the selling price of a smartphone is a factor that affects smartphone purchase decision though not the most factor. This also supports our finding that price is the third predictor of smartphone purchase behaviour. Moreover, the finding of Leelakulthanit and Hongcharu (2012) supports our

findings when they found out that fair price is one of the positive determinants of smartphone repurchase in Thailand. Also, the study carried out in India by Malviya *et al.* (2013) revealed that pricing is one of the important factors which contributes to the purchase decision of smartphones though not a key concern for people using Smartphone. This is also supported by Yui-Jui (2012) when he found out that price has an influence on people's buying decision process. However, our finding is in contrast to the finding of Nagarkoti (2009) when he found out that respondents have expensive smartphones and they believed that expensive smartphones are more durable, reliable and have higher processing ability and a lot more the thereby price is a negligible factor.

Furthermore, our study found out that brand name does not have a significant effect on purchase behaviour of Smartphone among young adults. This is in contrary to the studies carried out by Leelakulthnit and Hongcharu (2012), Malviya *et al.* (2012) and Yu-Jui (2012) when they found out that brand name is a significant factor young adults consider in the course of purchasing smartphones. This contradiction might be as a result of variations in the cultural background as it is clear that all the studies that contradicted our finding were done in Asia and also, the availability of limited brands to choose from.

The findings of our study also revealed that social influence does not have a significant effect on the purchase behaviour of young adults while buying smartphones. This is supported by the findings of Nagarkoti (2009) when he discovered that the decision to purchase a smartphone among Finnish consumer was not influenced by a parent, peer or media. However, the findings of Agbonifoh *et al.* (2007) and Chow *et al.* (2012) contradicted our finding when they found out that a person's purchase behaviour is a function of people he or she intends to imitate and that the primary influences on purchase decision are peers, media, and parent in that order. This could result from the very few brands available for purchase hence; there might not be any influence from peers, media or siblings.

CONCLUSIONS AND IMPLICATIONS

This study examined the factors that played a significant role in the consumers' choice of Smartphones. Empirical evidence show that aesthetic value remains the most significant predictor of smartphone purchase behaviour than product features and price in that order.

It is necessary to highlight that the results of this study can provide new marketing dynamics to smartphone manufacturers and marketers for a market, which will be contributing a major share in the revenue of these firms. Also, the findings could help Smartphone marketers in their operations and strategic plan of marketing and also provide them with indicators for maximum utilization of resources.

Based on this background, the following recommendations are made:

Smartphone marketers should recognize the strategic importance of understanding customers' overall behaviour while purchasing a smartphone. Therefore, Smartphone marketers must adopt a customized marketing mix strategy to influence the purchase of smartphone among young adults, which will, in turn, lead to enhanced sales for smartphones.

Smartphone manufacturers should offer various attractive features to better appeal to the young adults who represent a meaningful emerging market in the Smartphone industry. Also, the Smartphone marketers should capitalise on effective branding strategies whereby they carefully manage their brands to create a distinctive place in the mind of undergraduates. Furthermore, a more attractive and appealing pricing strategy should be designed by marketers. For instance, smartphone marketers can provide attractive credit facilities to the young adults.

Limitations of the Study

The study has a regional bias since the respondents are residents of Anambra State. For better generalization of result, a sample size could be made appropriately large and a wider geographical area be covered. This study used only five variables to analyse young adults' purchase behaviour of Smartphone. No doubt, there might also be other variables that could affect undergraduates' purchase behaviour. Further studies could thus focus on more variables capable of influencing young adults' purchase behaviour of Smartphone.

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