

**ASSESSMENT OF THE FACTORS INFLUENCING CONSUMER
BUYING DECISION OF MOBILE PHONE BRANDS:
A SURVEY STUDY AMONG UNIVERSITY STUDENTS**

By

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**A Dissertation Submitted in Partial Fulfilment of the Requirements
for the Award of the Degree of Master of Science in Marketing Management of
Mzumbe University
2019**

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation/thesis entitled, “**Assessment of the Factors Influencing Consumer Buying Decision of Mobile Phone Brands: A Survey Study among University Students**” in partial fulfillment of the requirements for award of the degree of Masters of science in Marketing Management of Mzumbe University.

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ACKNOWLEDGEMENT

I thank God for making this dissertation a success. I am so grateful to my major supervisor Dr. Hawa Tundui for her tireless support in the accomplishment of this dissertation.

I convey my special thanks to my man and best friend Hamadi Katuli and family, including my parents Zephania Meena and Eva Mushi as well as my family members Doreen, Dionis, Herieth, Huruma, Dennis, and Veronica for their love and support throughout the time of writing this dissertation. Apart from my family, I am also sending my gratitude to the administration of all selected universities and all participants of this study who provided the information relevant to this study.

Similarly, I send my gratitude to all the people who contributed with their views and ideas to the accomplishment of this dissertation, including my friends from Mzumbe University.

DEDICATION

This dissertation is dedicated to my parents Zephania Meena and Eva Mushi, without their great help and sacrifices I would not reach this achievement.

LIST OF ABBREVIATIONS

FLC	Family Life Cycle
MU	Mzumbe University
SUA	Sokoine University of Agriculture
UDSM	University of Dar es Salaam

ABSTRACT

Development of mobile phones and such technologies has been growing fast in recent years, depicting a wide innovations and advancement. This indeed has emanated from consumer's needs and preference. In this context, there is no doubt that mobile phone is one amongst the fastest growing product with the high rate adoption of new technological advancement. Therefore, studying determinants of consumer buying decision of mobile is important to manufactures as well as marketers.

This study aimed at assessing the factors which influence consumer buying decision to mobile phones brand. Specifically, this study focused on identifying mobile phone brand features affecting consumer buying decision, assessing personal factors affecting consumer buying decision on mobile phones brands, and assessing social economic factors affecting consumer buying decision to mobile phones brand.

Data were collected from 200 respondents who were university students, whereby the sampling technique used to select these respondents was convenience sampling technique. The data collection method deployed in this study was questionnaire, hence, the questionnaires were distributed to 200 respondents and all of them were successfully returned, which in turn it enabled this research to have 100% response rate. Data were analyzed using Statistical Package for Social Sciences (SPSS), whereby the frequencies and percentage were determined and presented in tables and graphs.

The findings of this study indicated that all selected brand features including brand name, phone durability, phone's physical appearance and phone's capacity of saving charge affects consumer buying decision of mobile phones. In addition, the findings indicated that consumer buying decision of mobile phone is highly influenced by personal factors including age, gender, lifestyle and occupation. Furthermore, the results indicated that socio-economic factors including group, income, price and socio-status also influence consumer buying decision of mobile phone. Therefore, this study concluded that consumer buying decision of mobile phones is influenced

by multiple factors that should have the same consideration in the manufacturing and marketing processes.

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CHAPTER ONE

INTRODUCTION

1.0 Chapter overview

This part of the proposal involves the background of the study, statement of problem, research objectives and questions, significance of the study, scope with its limitations and general organization the dissertation report.

1.1 Background to the study

Human beings have made remarkable development over a time in which science and technology has played a big role. Telecommunication industry however is one of this development which can be said to have surfaced vividly. Methods that were used before in conveying information for example has changed to a great extent that the use of long distance method of communication whereby lung-blown horns and whistles has been replaced by phones and recently smart phone.

It will be reckoned that even phone technology has changed tremendously from the ones kept on tables with wires to wireless one and now handsets or rather mobile phones. Surprisingly mobile phone has turned up to be a necessity whereby everyone ought to possess without which life seems to be difficult.

On the other hand, development of mobile phones and such technologies has been going from one stage to another, depicting a wide innovations and advancement. This indeed has emanated from consumer's needs and preference. For all these then, it goes without any objection that mobile phone device has had one of the fastest household adoption rate of any technology in the world.

The study will then assess factors which influences consumer buying decision for mobile phone brands.

Consumer behaviour is “the decision process and physical activity that individuals engage in, when evaluating, acquiring, using or disposing goods and services (Hung, 2014).

The concept of consumer behaviour is important to be understood so as to ensure profit maximization of a firm. This is because customers are important, without customers there is no business success, therefore for the organizations that understand

the consumer behaviour concept and address it properly are more successful in their business operations.

According to Beaudoin, Lachance, & Robitaille, (2003); Peers have more influence amongst teenager's mobile phone buyers compared to parental influence. A study made by Karjaluo et al., in 2005 in Finland assessed the factors influencing the choices of mobile phone brands among customers. This study revealed that price, interface, brand name and properties are the factors that mostly influence the consumer choices of mobile phone brands.

Ling, Hwang, & Salvendy, (2006) conducted a survey study that focused on identifying the preferences of students on mobile phone choices. Whereby, the findings of this study indicated that size of mobile phone, its physical appearance and design as well as menu organization of mobile phones are the determinants that influence the preferences of students on mobile phone choices. Yang, He, & Lee, (2007) also studied the way reference group influence the buying behaviour of cell phones. This study indicated that reference group has a strong influence on the buying behaviour of mobile phones. This is because the spread of information about the best qualities of cell phone convince many consumers to use a certain cell phone. The influence of information was actually found higher than value-expensive and utilitarian influence.

Indeed, the price and brand names of any product including mobile phone are the most important determinants of consumer buying decision. Therefore, a change in price has a direct impact on the buying decision of a customer. Even when the customers expect the price changes in the future, also has an influence of consumer buying decision. On the side of brand name, it also has a role to play on consumer buying decision as it shapes the product image on the eyes of customers, which in turn it shapes the customers' image about the product. Khan, Kulkarni, & Bharathi (2014) had different opinions, they argued that buying decision can be influenced by persuading the customers to buy the product or by making customer become more informed about the features of product through any means necessary.

Nowadays the customers have more demand, they need advanced specifications like wifi, screen resolution, high resolution displays, as well as advanced operating system which is fact in order to be satisfied. In this context, smart phone specification is the major aspect to focus on in order to determine consumer buying decision and to satisfy the customers. This is because, before making any buying decision, the customers with high demands tend to make comparison of the product specifications, whereby the phone that have more advanced specifications always are more preferred (Almunawar, Anshari, Susanto, & Chen, 2015).

Alba, Hutchinson, Lynch, Robertson, & Kassarian, (1991) conducted a study that stated the memory theory, which established that the decision making of customers is highly shaped by memory. This is because; the life of a person is covered by different experiences, which in turn creates unforgettable memories, of which sometimes a person act positively or negatively depending on the circumstances (Alba & Chattopadhyay, 1986).

The theory established that customers use their memory before making any buying decision. Therefore it depends on the brand salience of a consumer, if the mind of a consumer is better increases the possibility of that brand to be purchased, while if the mind of a customer is worse decreases the probability of a particular brand to be purchased. Hence, this explains the vital role played by memory in case a buyer makes his/her decision to buy a smart phone (Alba & Chattopadhyay, 1986).

Customers nowadays have access to information than ever because they have the means to access valuable product information, make evaluation of alternatives and choose the one they see best. Within the constraints of search costs and limited knowledge, mobility, and income they aim to maximize value. Consumers evaluate which deal will bring the best perceived value and pursue it. The outcome of how the deal will bring the best perceived value and pursue it. The outcome of how the deal performs has an impact on customer fulfillment and the likelihood of him or her buying the same product again (Kotler & Keller, 2006).

The concepts of Economics of Supply and demand is the most important notion and all economic activities are based on this fundamental concept. Law of Demand states that the demand is the amount of a given product that people are willing to purchase at the suitable price. It is then expected, if the price of the certain products increases the demand decrease whereas the reverse is the case. Hence demand relationship is the relationship between the price and quantity. Therefore, according to demand law the price is the key determinant in the market.

The survey of 26,000 consumers made by Lemon & Verhoef in 2016 in some 26 countries confirms the theory of supply and demand whereby when the prices of certain items were high, demand for such items remained so low and the reverse was the case when the prices were kept low. The surveyed consumers revealed that the new and advanced innovative features of a mobile phone are the leading determinant of mobile phone choices and preferences among consumers. On the other hand, customers are mostly tempted to buy a new smartphone in case their existing handsets have inadequate functional performance. Improvement of mobile phone features and reduction of prices of mobile phone are the key factors that are highly influencing the desire of customers to a new handset (Wire, 2017).

Generally, the study will assess the factors that influence consumer buying decision to mobile phone brands and focus the survey to personal, social economic and mobile phone brand features as factors to be studied. However, these factors will be broken down to have variables to be tested towards influence to consumer buying decision of the mobile phones brand.

1.2 Statement of the problem

In respect to the importance of consumer buying behaviors in the current marketing environment, it is very important to spotlight the drivers that trigger the consumer buying decision of mobile phone brands. The current market environment is highly volatile taking consideration to the dynamic nature of the market and the brands of goods and services available in the market. Mobile phones have seen capitalizing the market with a huge potential to grow as well as sustain (Khan et al., 2014).

This study is limited in terms of purchase duration, hence gives a room to find more out the given range selected in the study. However promoters or rather *the marketers* are supposed to make a study in the field of consumer behavior. Thus they should indeed go along with the minds of consumers as to where they buy, what they buy and why they buy. The reason as to why they buy more of a certain product need to be given attention from the beginning. In regard to mobile phone manufacturers, providing answers to such questions would give them an insight about the technology to use that will attract more customers to buy such a product.

Study done in Ghana by Dziwornu in, (2013) also highlights the importance of features and design that influences consumers purchase decisions. Notwithstanding the fact that he gave some genuine factors, he however omitted some other important ones like personal factors, economic and other associated factors that might have influenced consumer purchase decision.

There has been a number of studies and researches as to what exactly influences consumer behavior towards mobile phones. One was done in Malaysian University by Mokhlis & Yaakop in 2012. This study pointed out seven factors that proved to have an influence on students' buying decision of mobile phones. These factors include image quality of mobile phone, innovative features, price, durability and size of a phone, media influence, recommendation and post sales services.

The most important among them was innovative features followed by recommendation and price. Likewise the study has omitted some pertinent factors like family and groups, roles, economic situation, life style, age and occupation of the purchaser.

On the other hand, a study made by Saif,Razzaq Amad and Gul in 2012 in Pakistan has pointed out the factors that motivate customer to buy mobile phones. These factors include price of mobile phone, brand name, new technology features and size of a mobile phone. Mostly, consumers consider new technology features as a leading factor that influences them to buy a new mobile phone. Nonetheless, study sample is rather limited to only 100 people while our proposed sample of individual is 200 which is likely to minimize sampling error.

In the same year 2012, a Commission on Communications and Multimedia in Malaysia made a study to determine the mobile phone usage among youth and came up with a conclusion that youngsters of aged between 15-29 are more attracted by technology and innovations and are likely to go for new technology faster. However the study is limited only to a group of age between 15-29 which is unlikely to this study.

The Limitations of the conducted studies make it necessary to assess factors influencing consumer buying decision to mobile phone. This study will explore consumers' personal, social economic and mobile brand features being the factors towards consumer buying decision.

1.3 Objectives

1.3.1 Main objective

The main objective of the study is to assess real factors which influence consumer decision in the purchasing of mobile phones brand.

1.3.2 Specific objectives

On the other hand the study will be guided by the following specific objectives:

- i. To identify mobile phone brand features affecting consumer buying decision.
- ii. To assess personal factors affecting consumer buying decision on mobile phones brands.
- iii. To assess social economic factors affecting consumer buying decision to mobile phones brand.

1.4 Research questions

1.4.1 Main research questions

What are the factors influencing consumer buying decision of mobile phone brands?

1.4.2 Specific research questions

- i. What is the consumer personal factors affecting consumer buying decision to mobile phones brand?
- ii. What are social economic factors affecting consumer buying decision to mobile phones brands
- iii. What are the mobile phone brand features affecting consumer buying decision

1.5 Significance of the study

To mobile phone manufacturers: The findings will provide inputs to the mobile phone manufacturers whose Tanzania is the market segment. Through understanding of what consumer buying behavior towards mobile phone brand, they will produce relevant products to relevant market.

To mobile phone wholesalers and retailers: Mobile phone wholesalers in Tanzania are importers/Distributors of mobile phones from original manufacturers, then resell the products to retailers who lastly sell to final consumers/users.

The findings will assist them to know what brand to import and sell to the Tanzanian market based on consumer buying behavior towards mobile phone brands.

To secondary source of marketing information: The findings will act as the vital secondary information for the companies, business and government. For the companies in their marketing research, it will act as the bench market to start prior going further to the market research. Moreover, for the business entities and government, this secondary information will assist on strategies and fiscal policies respectively.

1.6 Scope of the study

The research study will assess the factors that influence consumer buying decision of mobile phones brand. The survey will include the sample of two hundred (200) students from five (5) universities which are Mzumbe, Sokoine, and Islamic universities of Morogoro campuses, University of Dar es salaam-Mlimani campus and Tumaini University Dar es salaam campus. Number of Fifty (50) students will be taken from each university making a total of 200 sample students in the survey.

The study will use academic theories and literature from other studies and findings to deduct conceptual frame work from which will answer the study questions and objectives. Theoretical and empirical studies from various areas globally, such as Asia, Europe and Africa will be applied to provide insight to the survey to provide desired results of the study.

1.7 Organization of the study

This dissertation consists of five chapters. The first chapter introduction shows the background of the study, problem statement, objectives, research questions, significance and scope of the study. Second chapter on literature review is about relevant theories, previous studies by different authors and the conceptual diagram. Third chapter on research methodology shows the research design, sampling issues and data collection techniques used. While the fourth chapter is on presentation and discussion of findings and chapter five is about summary, conclusions, and recommendations. There is also a references list of all literature cited and appendix which is the questionnaire used in data collection.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The chapter covers the theoretical literature review, empirical literature review and conceptual framework. Theoretical literature review presents the theoretical part of this research including definition of key concepts and theories associated with the subject under study. Empirical part of literature review covers the past studies related to this study so as to see what has been covered by other authors in this topic. This chapter winds up with the summary of all issues reviewed in this chapter through presentation of the conceptual framework.

2.1 Theoretical literature review

This part will establish what present theories exist and the relationship between them, how much investigations have been made and develop hypothesis in which to be tested. However, this section will provide conceptual definitions, theoretical relationships, theories of the study and hypothesis to be tested in the study

2.1.1 Definition of key concepts

(i) Consumer behavior: This is the way people individually, groups and organizations prefer or choose, purchase, use and dispose products so as to meet their needs and wants (goods and services) (Kotler & Keller, 2006). Consumer behaviour have five stages which are; problem recognition, information search, and evaluation of alternatives, purchase decision and post purchase decision (Kotler, 2012)

(ii) Brand: A brand means a lot of things, for instance a brand is a name or a symbol, or a design, or a feature that distinguish the products. A brand is broader than just a good or service because it is determined by thoughts, feelings and perceptions of consumers towards a certain good or service (Kotler & Armstrong, 2010).

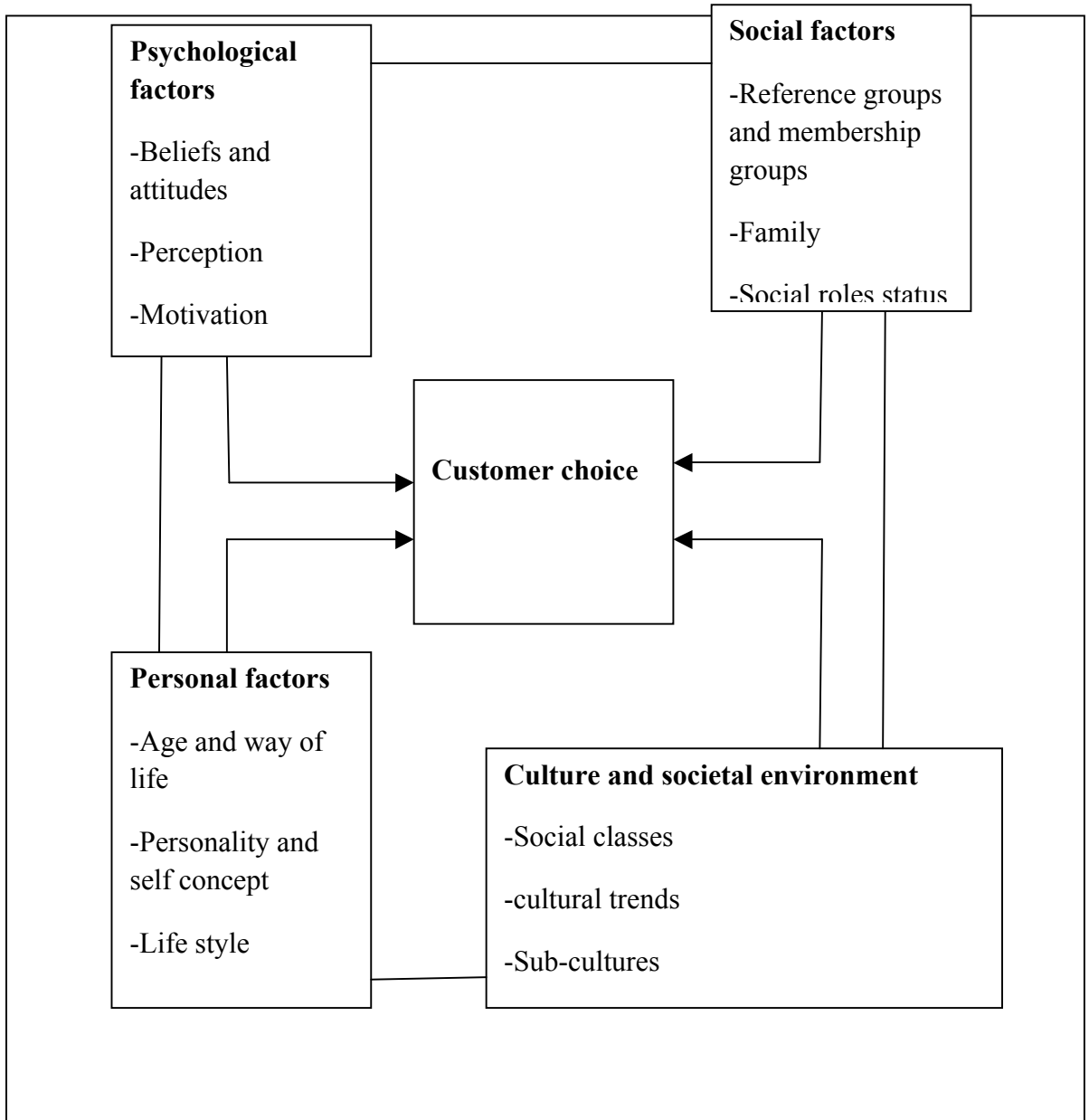
(iii) Personality: The elements of personality includes adaptability, self-confidence, dominance and sociability (Kotler & Armstrong, 2010). Personality

determines the style of living of people themselves, how they see themselves and people around them. Personality can distinguish people with respect to different attributes including individual traits, values, attitudes and people who surround them can shape their personality. Actually personality changes throughout the life of a person, as they grow up, changes environment, meet new people, changing occupation and so on (Wright, 2006).

(iv) Self-concept: This is the way people defines themselves by thoughts and feelings (Kardes et al, 2011). Actually, this is an image created by people themselves, which is highly influenced by their attitudes and beliefs. Different brands have created their brand image and personality that reflect their consumers' values and traits. Therefore, the brand choices helps people to express themselves, for isnatnce there is a group of people using i phone, others samsung and others tecno type of people (Kardes et al. 2011, p. 230.).

(vi) Customer choice: this refers to the decision that consumers make with regards to products. This is the analysis of the way a consumer decide the product to buy of consume over time (Hillenbrands, 2013). The factors influencing consumer choices includes social factors, personal factors, psychological factors and cultural and societal environment. These factors are illustrated in figure 2.1.

Figure 2.1: Factors influencing customer choice



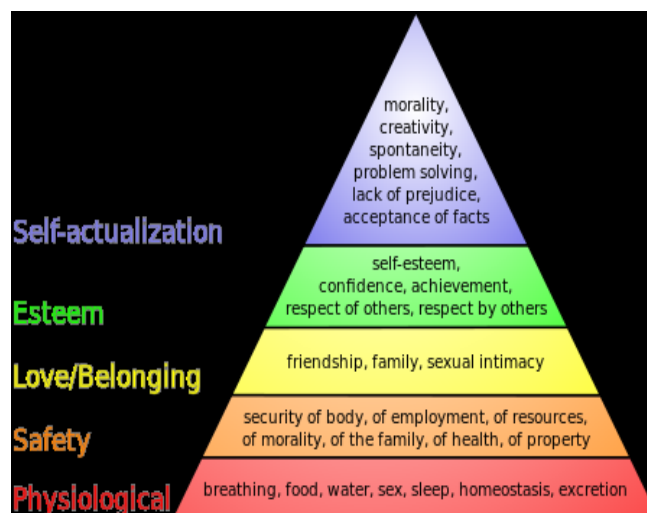
Source: (Thanika et al, 2014).

2.1.2 Theories

(i) Psychological theory

The main concept of the theory sometimes known as “Maslow hierarchy of needs”, tries to explain how buyer’s choice is due to psychological factors. The theory examines human needs and puts the most pressing needs at the bottom of the pyramid and the least pressing ones at the top of the structure. The logical description of this theory is that, when the basic needs at the bottom are already satisfied, they are no longer being the motivators, and human beings tend to focus to the next ladder of the pyramid. Hence psychologist sought to explain why humans are driven by different needs at different times (Kotler & Armstrong, 2010). This psychologist, Abram Maslow’s needs are;

- i. Psychological needs which are basic needs like sleep, food or water
- ii. Safety needs which are the needs for security and protection.
- iii. Belongingness which is the need to beloved and accepted by others.
- iv. Ego needs which is the need to accomplish some this and have status among others
- v. Self actualization which is to have enriching experience and feel self-fulfillment



Maslow’s Hierarchy of needs

(ii) Theory of reasoned action.

The theory is created by Martin Fishbein and Ajzen in the late 1960's. The analysis of this theory is based on the importance of the pre-existing attitudes in the decision-making process. The theory established that the decision making of a consumer is highly influenced by his/her intention to create or receive particular outcome. In this context, consumers are opportunists, always tend to choose and act on their best interest so as to satisfy their intended needs. This theory also established that specificity is important in decision making process. This is because, consumers takes specific action for the specific expected result. Also, consumer has an ability to change his/her mind in a way and decide to take a different course of action in case the expected results are not met.

(iii) The EKB Model Theory.

The theory expands the theory of Reasoned Action, and lays out a five-step process that consumers use when making a purchase. This begins with the first step called input, which is where a consumer see products anywhere, whether on television, on line or news papers. When a consumer absorbs information, he/she start to process, where they tend to check the input and make a comparison with past experienced product. After that, a consumer move to a decision making process, where the consumers' choices are highly driven by rational decision (Engel, Kollat, Blackwell 1973).

(iv) Hawkins Stern Impulse Buying Theory.

"Journal of Marketing", Vol. 15. (January. 1951). pp. 362-363; Hawkins Stern, "The Significance of Impulse Buying Today," In contrast with a lot of theories that explained that consumers decision is based on rational actions, this theory believed on the idea of impulse behavior. Stern argued that sudden buying impulses fit alongside rational purchasing decisions to paint complete picture of the average consumer. Impulse purchases are driven largely by external stimuli, and have almost no relationship to traditional decision making. Stern suggested four categories of impulse buying which are; the purely impulse purchase, reminded impulse buying, suggested impulse purchase and planned impulse purchase.

(v) Utility theory

The famous utility theory which explains that the main force behind every consumer decision making has its expected outcomes, is the most common practice used by Consumer. This theory is the first formal explanation of the customer decision making developed by Bernoulli, (Michael R,2005). This theory is rationally acceptable but studies suggest that all consumers are not rational while making decision about how to buy what to buy. The customer is heavily inclined by other factor such as environment factors (Bernoulli R, 2005).

(vi) The Buyer black box theory.

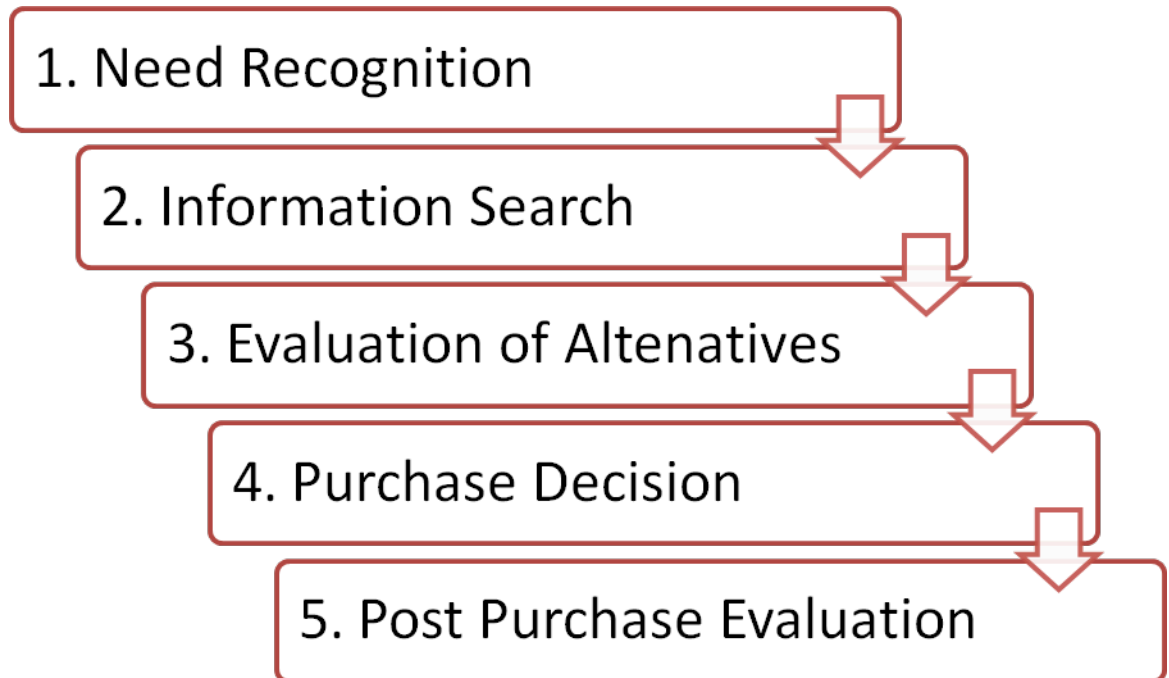
There are a number of efforts, methods and ways used by companies in view of influencing customers to go after their products. It has however been a challenge to the manufacturers to know for certain and to what degree will the buyers respond or to which extent will the buyers be influenced by their methods and hence go for their product. To most manufacturers, marketing stimuli comprises of product, place, price and promotion. Almost all mobile phone companies use these stimuli to persuade consumers to buy new mobile phone.

Moreover, there are environmental stimuli that consumers/buyers may consider in the purchasing a product such as political, economic, cultural and technological factors. The stimuli presented to consumer by various marketers of Smartphone, is dealt with by “The buyers’ **black box theory**” (Kotler et.al 2004).

(vii) Decision making model

This model have five stages which are need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Kotler and Armstrong 2010). Remarkably, these steps cover the discussion of consumer buying behaviour in general. Notably, not all decision processes lead to an action of buying (Kotler and Armstrong 2010). Also, not always all five stages are passed when a consumer decide to buy a certain product, however, it is determined by the degree of complexity.

Figure 2.2 Consumer decision making process.



Source: Fahy and Jobber (2012)

2.1.3 Importance of consumer behaviour

(i) To understand Buying behaviour of consumers

This is the important point to marketers as it provide an opportunity for them to know and even predict the buying decision of customers. This provides an experience to marketers about which products are purchased and for which reason such as quality, appearance, design, contents, technological specifications and so on (Tyagi & Kumar, 2004).

(ii) To create and retain customers

This is very important as always it is important to create new customers and maintaining the existing ones. Hence, if the new customers have been won through different marketing strategies, what follows it to retain the customers. This can be simply attained by maintaining the quality of product deliveries and services deliveries. This is because; satisfied customers can make time to time purchases of products that meets their requirements (Tyagi & Kumar, 2004).

(iii) To understand the factors influencing Consumer buying behaviour

It is important for marketers to understand the factors that influence consumer buying behaviour. This includes personal factors, social factors, economic factors, market mix factors and psychological factors. There is a lot of advantages for marketers in understanding these factors as it helps them winning more customers and retaining them (Tyagi & Kumar, 2004). Different strategies can be deployed to incorporate all these factors such as market segmentation, product differentiation, advertisement and intensive distribution (Solomon, 2009).

(iv) To increase brand reputation

The increase of brand reputation is important for manufacturers and marketers to build to customers. The brand reputation can be built by making the best product offers that can bring about maximum satisfaction of customers' needs and wants. Customers become delight with products that highly meets their demands (Solomon, 2014).

(v) To understand the consumer's decision to discard a product or service

Discarding of product means throwing away of a product by the consumer. (Solomon, 2009) Producers must learn about how and when products are disposed so that they limit this behaviour by enhancing their product or controlling other factors such as after sale servicing and availability of spare parts (Raghavan, 2010). Always consumers tend to dispose products when they fail to meet their demands or they are not quality enough to stay good in a long period of time. Marketers therefore need to find out the reasons behind product failures from the consumers and make an appropriate response.

(vi) To help marketers make focused market strategies

It is important for marketers to know different theories and concepts established by different scholars. This is because it increases the ability of marketers to understand the customer choices and behaviours and in turn develop appropriate marketing strategies that helps them attain their objectives (Foxall, 2005). This is because there are factors that require careful analysis such as customers' taste and preferences

which are dynamic, so they require time to time modification of product depending on the current circumstances.

2.1.4 Factors affecting consumer's purchase decision:

2.1.4.1 Social factors

Human being as the social animal interacts with each other for the better solution. Therefore, consumer's behavior is influenced by the social factors such as groups, family, roles and status.

(i) Groups

As human beings are social beings they do interact together and satisfy each other. As they live in societal groups they make sure they observe norms and values instituted in such a group/society. A product prohibited to be used in a certain group will not be produced in such a society. Therefore in totality group norms and behaviour will very much affect any consumer behaviour in any society

(ii) Family

These are membership groups including primary groups such as relatives, friends, co-workers as well as neighbors that have continuous interactions that are actually informal. Also, this include other secondary groups like religious, trade union groups and professionals which are formal, however they have less regular interactions (Kotler et al, 2008).

(iii) Social status

Individuals in society have different roles and status. This depends upon the position and relation that such an individual has or holds in different groups, organizations or clubs. An example is seen of a man employed as a manager in a certain company. Such a person could have several roles in several groups. In his/her family, he/she plays the role of a son or daughter, husband/wife or father/mother.

However in his/her company, he/she plays the role of manager.

Therefore, he/she holds an exclusive role in different groups where he/she is supposed to perform certain activities depending upon the people saround him/her.

In due course of making a decision, his/her buying behavior is always determined

and influenced by the position that he/she is holding at that particular point in time. The role that he/she carries in various groups reflects the general esteem given to it by the society and hence status. Therefore at any rate status is an important factor that one should take into considerations before buying anything.

As a manager he/she has more status in the large society than the role of a husband/wife or a father/mother. Therefore, when purchasing anything and to this case a smartphone he/she should choose the product that shows his/her status in that particular society.

2.1.4.2 Personal factors

Purchasing of several items and now smartphones in particular is guided by personal factors such as age and life cycle stage, occupation, lifestyle, economic situation, personality and self-concept

(i) Age

In real life, there are items that will be purchased/consumed by a certain age group. Youngsters will consume products that are quite different from the ones consumed by the older people. Consumption pattern is always a function of age. Young married couples will use products different from the ones consumed by the older ones and even by the single people. Therefore in all cases, age plays an important role in the decision of what to or not to buy.

(ii) Consumer's occupation

This is amongst the socio-economic factors that have high influence on consumer buying decision. This is because occupations involve sharing of informations and life experiences, which in turn make people share the same taste of products and lifestyle. For instance music, leisure activities, clothing as well as which mobile phone to use. Consumer's occupation influence purchasing decisions and buying behavior. People, who share similar occupations, tend to have similar taste in various goods and services such as music, clothing and leisure activities (Solomon, 2004).

(iii) Consumer's life style

Lifestyles are characterized by what people eat, drink expenditure and the like. Individual lifestyle tells one on how an individual uses his/her time, the type of food she/he eat or drink. Therefore as to other factors, lifestyle has a lot to do in what ones' consumption

(iv) Gender

Gender is also the factor to watch in assessing the factors affecting consumer buying decision of mobile phone. This is because difference in sex reflects the differences in choices and tastes.

2.1.4.3 Economic factors

This is the important determinant of buying decision because the tendency of buying is highly influenced by the buyer's level of income. Any individual who has high disposable income will buy more expensive and premium products than those who have low disposable income, However, what individual buys now, shows the economic situation of that particular person. Individuals with higher income will spend more on luxuries than their counterparts who will spend less in luxuries and more on basics, like food groceries. Economic situation which is the purchasing power of the consumer will positively related to his/her spending (Solomon, 2013). Hence, the economic factors that predicts the consumer buying decision of mobile phone includes income and price of mobile phones.

(i) Income

This factor highly contribute to the consumer buying decision of mobile phones as there are different types of phones, there are cheap phones and expensive phones. Income predicts the consumer buying decision of mobile phone because differences in income level reflect the differences in choices, tastes and affordability to buy certain kind of mobile phone.

(ii) Price of mobile phone

Price is also an economic factor to take into account so in accessing consumer buying decision of mobile phones. Price is also amongst the predictors of customer

decision to buy a mobile phone. For example we asked the respondents to agree or disagree if price has any influence on their decision to buy mobile phones because even manufactures consider price in manufacturing different phone brands, This is because customers have different preferences of price, and also their level of affordability is different across the customers.

2.1.4.4 Phone brand features

The study took into consideration the phone brand features that in any way could affect the consumer buying decision of mobile phones. These phone brand features included phone brand name, phone usability, phone durability, phone's physical appearance and phone's capacity of saving power.

(i) Phone brand name

Brand name in one way or another predicts the consumer buying decision of mobile phone as some brands have built a reputation that simplifie their marketability of phones manufactured out of their brand name. There some customers who purchase a phone by selecting the brand name only, without taking any further consideration to other features like internet speed, quality of camera, phone's capacity of saving charge etc.

(ii) Phone usability

The usability of a phone such as phone calls, normal text (message), internet, camera, music, videos and so on are amongst the factors highly considered by customers before buying a certain type of mobile phone. Phone usability is a good example of the mobile phone feature that has an influence on consumer buying decision of mobile phones. This is because customers has diversity of choice on the preferable uses of mobile phones, for instance some people prefer phone calls the most, others messaging, some may prefer internet so as to google or pass through social media and so on.

(iii) Phone durability

This is the phone brand feature that is also considered by customers before buying a mobile phone. The contribution that phone durability has on mobile phone choices is

the biggest reason for the inclusion of this variable in this study. For instance, phone durability influence the consumer decision to buy a mobile phone in different ways including some economic reasons because if you buy a mobile phone that is durable may prolong in years, so people can also save money for buying mobile phone from time to time.

(iv) Phone's physical appearance

The physical appearance of a mobile phone also in some way may affect consumer buying decision of mobile phone. This is because some customers are simply attracted by the physical appearance of a mobile phone including the size of a mobile phone, display and cover. Customers have a tendency of selecting a phone that have a good physical appearance such as a good cover, good display and big or small size. Phone's physical appearance has a quick attraction on the eyes of people who want to buy a mobile phone. For example there are customers do not have much of the choices; these customer can simply be attracted by the physical appearance without consideration of other factors including internet speed and good camera, they can be just attracted by the size, the display or the cover.

(v) Power saving

The phone's capacity of saving power is also one of the factors considered by customers before making a decision to buy mobile phones. Power saving also has a contribution to the decision of customers to buy a mobile phone as some people feel unsettled to be unavailable on air; they mostly prefer to be available through the phone all the time. These kinds of customers would rather use a phone that has no internet but have the high capacity of serving charge. For example, this variable was considered in this study because nowadays there is a tendency of customers to buy smart phones for internet uses or showoffs and a normal phone that have the high capacity of power saving for phone calls and messaging especially during the time that his/her expensive smart phone went out of power.

2.2 Empirical literature review

This part will involve previous studies and their findings which are related to this survey. However, these studies will help in providing insights to our studies.

Subramanyam and Venkateswarlu, (2012) In India conducted a study on factors influencing buyer behavior of mobile phones in Kadapa district. This study spotlighted different strategies used in marketing of products in order to capture the attention of customers (existing and future customers). On the other hand, this study focused on finding out the role played by these marketing strategies in consumer buying process. The findings of this study indicated that advertisement, individual and family income and education level are the determinants of consumer buying decision of mobile phone.

Malasi, (2012) conducted a study that focused on examining the influence of product attributes on mobile phone preference among undergraduate University in Kenya. The findings of this study revealed that variation in product design highly influences the preferences of students on mobile phone. This included several product design and characteristics such as colour, safety, display, name labels that are visible and physical appearance of mobile phones.

Karjaluo et al, (2005) conducted a study that focused on assessing the factors influencing the choices of mobile phone brands among customers. This study revealed that price, interface, brand name and properties are the factors that mostly influence the consumer choices of mobile phone brands. On the other hand, Ling, Hwang and Salvendy, (2007) conducted a survey study that focused on identifying the preferences of students on mobile phone choices. Whereby, the findings of this study indicated that size of mobile phone, its physical appearance and design as well as menu organization of mobile phones are the determinants that influence the preferences of students on mobile phone choices.

The empirical evidence established by Mack and Sharples, (2009) established that phone usability, price of mobile phone and durability are the determinants of mobile phone choices among customers. On the other hand, Kumar, (2012) established that

price, style, functional package and quality of mobile phone are the most influencing factors driving the choices of mobile phone among customers.

Eric and Bright, (2008) conducted a study that aimed at determining the factors that drives the mobile phone choices among customers in Kumasi Metropolis in Ghana. The findings of this study indicated that quality of mobile phone is the leading factors determining the choices of mobile phone among customers, followed by user-friendliness of the mobile phone.

Das, (2012) conducted a survey study that aimed at assessing the influencing factors of buying behaviour of mobile phone among youth community in coastal districts of Odisha located in India. The findings of this study indicated that brand name, value added features that are advanced, smart physical appearance, usability and pleasurability are the most influencing factors driving the choices of mobile phone among youth community. On the other hand, socio-economics determinant factors such as female in gender group, occupation status of students, education level (post-graduate group has advanced choices compared to undergraduate students) and urban residents in geographical area group also have high influence on mobile phone choices and preferences among customers.

Saif et al, (2012) also conducted a study aimed at assessing the determinants of mobile choices and selection among customers in Pakistan. The findings of this study revealed that new and advanced technology features is the most influencing factor driving the willingness and motivation of customers to buy a new mobile phone.

Li and Li, (2010) made some studies in view of examining some psychological factors affect most college students' towards purchasing of mobile phone in West China. Their results showed that special mobile phone function and style influences to a greater extent consumer's individuality, style and life concept.

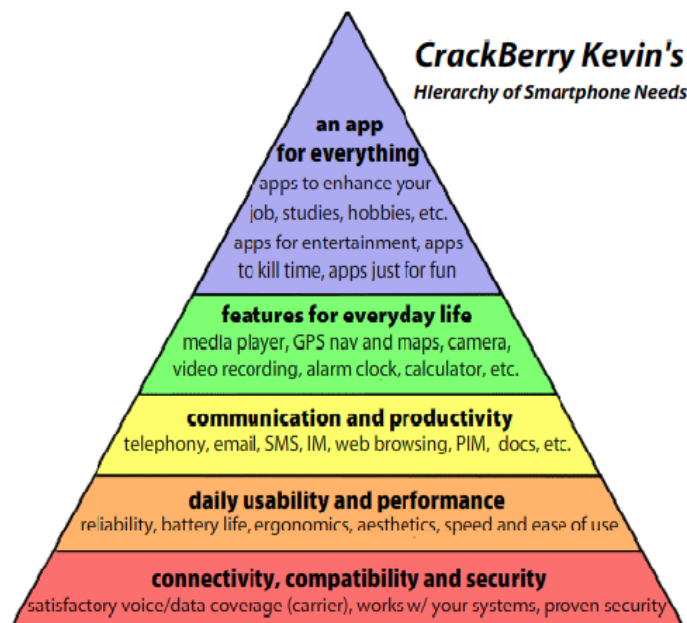
Furthermore in 2009, Michaluk, founder of Crack berry put forward and cognized the hierarchy of needs for mobile devices and introduced 'hierarchy of smartphone needs.' This is more or less a model that helps in showing the hierarchical need for

smart phones. It actually helps smartphone consumers to assess a platform and device's strengths and weaknesses.

In this concept, there are five steps in 'hierarchy of smartphone needs' hereinafter called a pyramid.

The base level of this hierarchy is 'connectivity, compatibility and security'.

According to Michaluk, basic needs that a smartphone buy needs is adequate coverage from carrier and secure data connection. He also stated clearly that Wi-Fi is one of the important factors that smartphones must possess. No matter how attractive a phone is, if it has no Wi-Fi connectivity, no one will purchase such a phone.



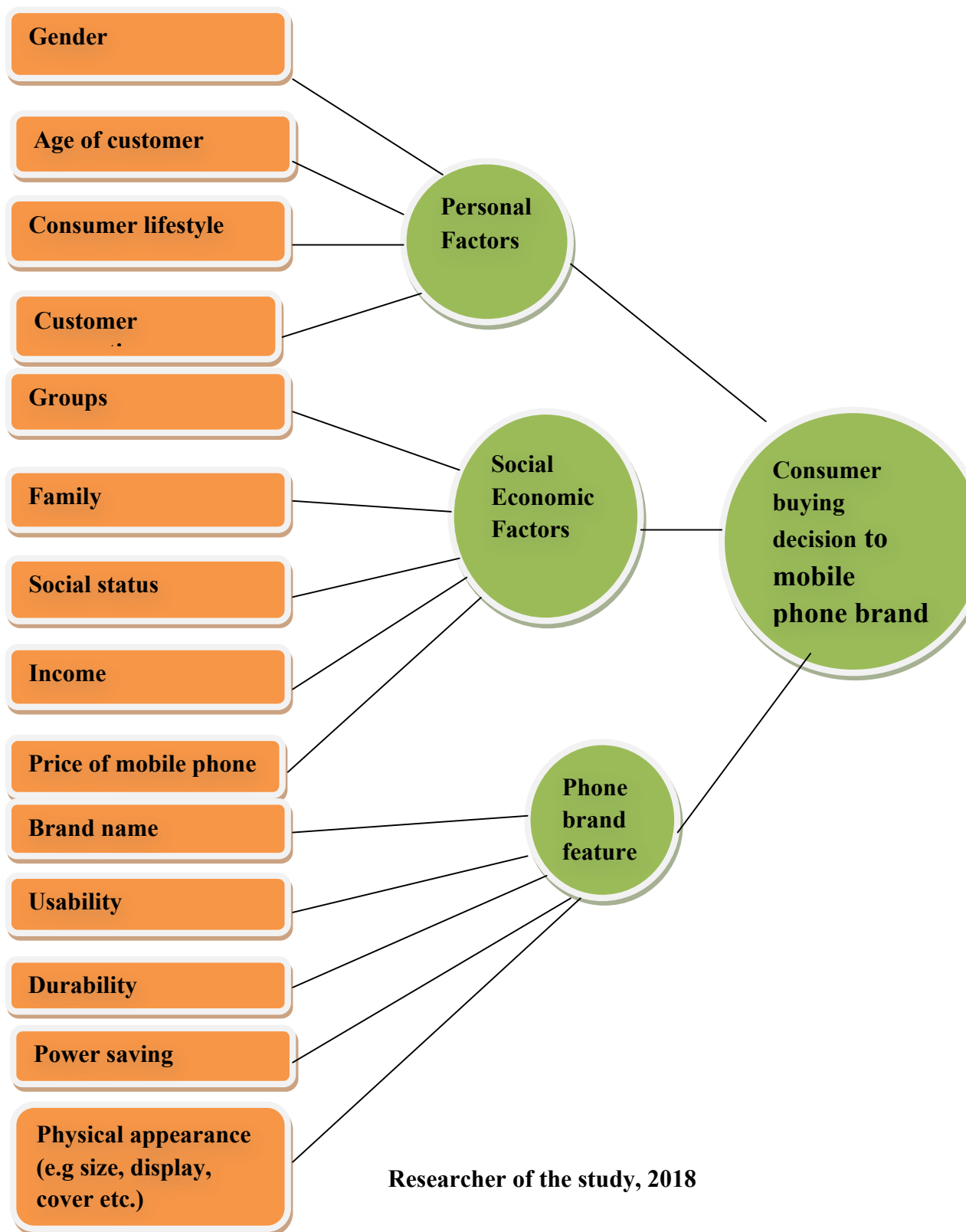
CrackBerry Kevin's Hierarchy of Smartphone Needs (Michaluk, 2009)

2.3 Conceptual framework

Below is the conceptual model of the research study, in which there is relationship between dependant and independent variables of the research:

Consumer buying decision to mobile phone brand depends on three main variables which are Personal factors, social economic factors and mobile phone brand features.

Figure 2.3 Conceptual framework



2.3.1 Theoretical relationship:

1. The relationship between personal factors and consumer buying decision of mobile phone

It is assumed that personal factors including age, gender, lifestyle and occupation has an influence on consumer buying decision. Taking an example of age; as people change in age, the choices mainly change, this may also apply in the decision to buy a mobile phone. It appears that youth have diversity of choices in the purchase of mobile phones compared to elders who mostly use their phones for calling and messaging. Youth mainly consider other features of phone such as camera quality and internet speed rather than calling and message. The choice of mobile phones also may differ depending on gender as men and women tend to have different choices of mobile phones. Further, people with similar lifestyles and occupation tend to have similar taste of goods and services. This is the rationale of considering lifestyle and occupation as the personal factors affecting consumer buying decision.

2. The relationship between socio-economic factors and consumer buying decision of mobile phone

Five variables will be considered in assessing the relationship between socio-economic factors and consumer buying decision of mobile phones. These factors include groups, family, social status, income and price of mobile phones. Taking an example of income, people with high income are more likely to buy expensive phone as their income allows them to do so. Unlike the people with low income, most likely they opt cheap mobile phone as they rather allocate their limited resources to the important expenditures like food, rent, education and so on. The same applies to price; price consciousness varies depending on the kind of customer. In response to this situation, some people prefer most expensive phones while others opt to buy cheap phone. In addition, some people might be influenced by their groups, families and even their social status. In order to belong to a particular group or family or social status, people tend to have diversity of choices in the decision to buy goods including mobile phones.

3. The relationship between mobile phone brand features and consumer buying decision of mobile phones

In the context of assessing consumer buying decision of mobile phones it is so important to consider mobile phone brand features. Many customers consider the features of a product first before making a decision to buy. In this part, five variables will be considered including brand name, usability, power saving, physical appearance and durability of a mobile phone. All these five variables are most likely features considered by customers before making a decision to buy mobile phones.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

In a simple definition, the way in which one collects data, analyses it and provide an empirical explanation scientifically in view of solving a given problem can be defined as research methodology. The chapter in question will involve research design, area of study, sampling design. population of the study, units of analysis, sample size, sampling techniques and procedures, data collection methods and instruments, measurement variables, statistical models and data analysis models, validity and reliability.

3.1 The research designs

The research adopted survey design to explain relationship among the variables of the study. Through this design, an assessment of factors that influence consumer buying decision of mobile phones brand was done and the survey to sampled Universities in Tanzania.

The main reasons for selection of this research design were, the variables of the study are associational and not casual and the study is done to the ready existing units. The conceptual framework showed how the social, economic, personal factors influence consumer buying decision of mobile phone brand.

3.2 Area of the study

The study was conducted to the selected universities in Tanzania. However, Mzumbe and Sokoine Universities in Morogoro were considered while University of Dar es salaam and Tumaini University Dar es salaam campas for Dar es salaam region were also the areas of study. The respondents were University students at all levels to a particular university.

Universities were selected to be the area the study because; it was the confined area to the population of interest in the study. Moreover, working with this population was cost effective to researcher and manageable in terms of resources.

3.3 Population of the study and unit of analysis

A research population of this study was the well- defined collection of individuals who have similar characteristics. Students from universities of Mzumbe and Sokoine in Morogoro, University of Dar es salaam and Tumaini in Dar es salaam have the similar and common traits which bid them.

3.4 Sampling technique

Convenience sampling technique was used to select students in four universities including Mzumbe, Sokoine University of Agriculture, University of Dar es Salaam and Tumaini University in Dar es Salaam. This sampling technique was suitable for this study as it enabled the researcher to sample university students based on their availability. Apparently, this study was conducted during study hours, whereby university students are busy, others were in the classrooms, laboratory, computer rooms, library, while others were in recess. Hence, the university students who were free and had time to participate at the moment the researcher was at the field were the ones who participated in this study. This study did not mean to interfere with the university programs, of which this was the rationale of using convenience sampling technique.

3.5 Sample size

The sample size of 200 enabled the researcher to gather resourceful data regarding the factors affecting consumer buying decision of mobile phone. The selection of this sample size was based on the researcher's own judgment since that convenient sampling technique which is one of the judgmental (non-probability) sampling techniques was deployed. For the record, according to Malhotra& Dash, (2011); non-probability sampling relies on the personal judgment of the researcher rather than chance for the sample elements to get selected.

3.6 Data collection methods and instruments

In addressing a problem one has to collect enough data that will enable him/her come to the right conclusion. In doing that several methods and techniques are used. The method and the way he uses is referred to as an Instrument. It is rather a device

used in data collection scientifically. A research instrument is described as a device used to collect data and facilitate variable observation and measurements.

The type of instrument used by a researcher depends entirely on the data collection method used. Developing an instrument requires high degree of researcher's expertise. This is because an instrument need to be reliable and valid.

In this study, a questionnaire was a research instrument for data collection. This comprised of questions designed to provide information, which was filled in by all participants in the sample, and was gathered by a written questionnaire.

Why questionnaires:

1. Relatively simple method of obtaining data
2. Less time consumption
3. Enabled the researcher to gather information from widely scattered sample (i.e Dar & Morogoro).

3.7 Measurement variable

In collecting data, measurements are of utmost importance. Measurements that can change in their values are called VARIABLES whereas there are other attributes which do not change at all times. All in all it is evident that variable is what we measure, control or manipulate in the research study.

Measurement is assignment of the figures to objects or events accordingly. The study included nominal measurement scales like, gender and education levels, ordinal measurement scales like level of involvement and perception ranging from lower, middle to higher levels and ratio measurement scale which is, in addition to ordinal scale included zero as the absence of an event or item.

Table 3.1: Variables and Measurements

Domain	Variable	Measurement
Phone brand features affecting consumer buying decision of mobile phone	Brand name	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that brand name affects their decision to buy mobile phones ▪ Which mobile phone brands are preferred the most by customers
	Phone usability	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that phone usability affects their buying decision of mobile phone ▪ What phone use affects university students the most in buying mobile phones, for instance; phone call, text message, internet music and videos.
	Phone durability	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that phone durability affects their buying decision of mobile phone
	Phone's physical appearance	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that phone's physical appearance affects their buying decision of mobile phones.
	Power saving	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that phone's capacity of saving power affects their buying decision of mobile phones
Personal factors affecting consumer buying decision of mobile phones	Age	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that age affects their buying decision of mobile phones
	Gender	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that gender affects their buying decision of mobile phones
	Lifestyle	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that lifestyle affects their buying decision of mobile phones
	Occupation	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that occupation affects their buying decision of mobile phones
Socio-economic factors	Groups	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that groups affects their buying decision of mobile phones
	Family	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that family affects their buying decision of mobile phones
	Income	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that income affects their decision to buy mobile phones
	Price	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that price affects their buying decision of mobile phones
	Social status	<ul style="list-style-type: none"> ▪ Whether university students agree or disagree that social status affects their decision to buy mobile phones

3.8 Statistical and data analysis models

The study used quantitative techniques in the analysis of statistical data. Descriptive statistics was used in the survey, of which frequencies and percentages in each variable were determined. In addition, data was presented in tables, text and graphically.

3.9 Validity and reliability

Reliability and Validity in research are concerned with the extent in which a measuring of procedure is producing consistent results on repeated administration of the scale (Kothari, 2004).

3.9.1 Reliability

Reliability means the extent to which result is consent overtime (Mugenda & Mugenda, 2003). It the extent to which an instrument produces the same result every time is used. If the result can be reproducing under the similar methodology, and also the research instrument is considered to be reliable.

3.9.2 Validity

Validity of the data in all cases is there to determine whether the research will indeed achieve what is intended. Also, the researcher consulted the supervisor for guidance, instruction and opinion in order to ensure validity of the research instrument. Moreover, after all this guidance to assure the validity and reliability of the survey questions, a second eye was required to qualify the questionnaire. And for that matter, the questionnaire was presented to 5 people in view of ascertaining it. This helped in refining the questionnaire, which otherwise might have been underestimated and resulted with irrational findings and conclusion. It was necessary to refine the questionnaires before sending them to the public for the quality data and to confirm with the research findings and objectives.

CHAPTER FOUR

PRESENTATION AND DISCUSSIONS OF FINDINGS

4.0 Introduction

This study's main research objective was to assess the factors which influence consumer buying decision to mobile phones brand. The specific research objectives were: To identify the mobile phone brand features affecting consumer buying decision; To assess personal factors affecting consumer buying decision of to mobile phones brand; and to assess social economic factors affecting consumer buying decision to mobile phones brands. The purpose of this chapter is to present and discuss the results of the study response the factors influencing consumer buying decision to mobile phones brand. The presentation follows the sequence of the objectives; however, the presentation starts with the highlights of the characteristics of respondents.

4.1 Characteristics of respondents

Six variables were considered to demonstrate the characteristics of respondents who participated in this study. For the record, this study concentrated on students as primary samples, however, supposedly variations in sex, age, place of birth, education level, employment status and income type were considered.

4.1.1 Sex

Sex is amongst the personal factors to watch so as to find out its influence on consumer buying decision of mobile phones. This is because men and female has different choices and testes of several products including technological products like mobile phones. Hence, this study included female and male respondents and provided the distribution of respondents in respect to their sex.

The findings indicated that male respondents in this study comprised of 56% while female respondents were 44%. Empirical evidence established that men and women have different tastes on mobile choices and female respondents have more consideration on expensive phone brands compared to men (Das, 2012).

Table 4.1: Sex

Variable categories	Frequencies	Percentage
Male	112	56
Female	88	44
TOTAL	200	100

4.1.2 Age

Age predicts the consumer buying decision of mobile phone because differences in age reflect the differences in choices and testes of the type of mobile phone to use. For example, we asked the respondents to disclose their age in years so as to find out the age groups of the sampled university students.

The findings indicated that 62% were aged between 18 years and 24 years old. Also, 35% of respondents were aged between 25 years old and 34 years old, 2% aged between 35 years and 44 years and 1% aged between 45 years and 64 years old.

Table 4.2: Age

Variable categories	Frequencies	Percentage
18-24	124	62
25-34	70	35
35-44	4	2
45-64	2	1
TOTAL	200	100

4.1.3 Place of birth

Respondents were asked to disclose their places of birth, whether they were born abroad, in urban cities or in rural/village areas. The findings of this study indicated that 4% were born abroad, 60% were born in urban cities and 36% were born in rural/ village areas.

Table 4.3: Place of birth

Variable categories	Frequencies	Percentage
Abroad	8	4
Urban cities	120	60
Rural/Village	72	36
TOTAL	200	100

4.1.4 Education level

Five levels of education were considered in this study, of which students were asked to disclose the level of education they fall amongst certificate level, diploma, advanced diploma/bachelor degree, postgraduate diploma/masters degree and PhD. Majority of respondents (75%) fell under the level of advanced diploma/bachelor degree, followed by 15% who pursue postgraduate diploma/masters degree, 5% diploma, 3% certificate and 2% PhD.

Table 4.4: Education level

Variable categories	Frequencies	Percentage
Certificate	6	3
Diploma	10	5
Advanced diploma/ Bachelor degree	150	75
Postgraduate diploma/ Masters degree	30	15
PhD	4	2
TOTAL	200	100

4.1.5 Employment status

Employment status in one way or another has an influence on consumer buying decision of mobile phones. For example, in this study, respondents were asked to disclose their employment status as this status in some way attached to the level of income, social status and lifestyle of people, hence, in some way there is a chance of influencing consumer decision of mobile phone

Majority of sampled students (69%) were unemployed, followed by 13% who were business person/self employed, 12% were government employees and 6% were employees of private organizations.

Table 4.5: Employment status

Variable categories	Frequencies	Percentage
Government employee	24	12
Private organization employee	12	6
Business person/ Self employee	26	13
Unemployed student	138	69
TOTAL	200	100

4.1.6 Income type

Income type predicts the consumer buying decision of mobile phone because differences in income level reflect the differences in choices, tastes and affordability to buy certain kind of mobile phone. The type of income of sampled students was considered in this study because income may affect consumer behavior of buying mobile phones as well as other luxurious items. For example, we asked the respondents to disclose their income type.

The findings indicated that majority of sampled students (46%) depends on allowance/pocket money for their living, followed by 26% who depends on loan, 21% depends on salary and 7% depends on sponsorship.

Table 4.6: Income type

Variable categories	Frequencies	Percentage
Salary	42	21
Allowance/ Pocket money	92	46
Loan	52	26
Sponsorship	14	7
TOTAL	200	100

4.2 Phone brand features affecting consumer buying decision

Five variables were considered in assessing phone brand features that affect consumer buying decision. These variables include phone brand, phone durability, phone usability, phone's physical appearance and phone's capacity in saving charge and the findings are as summarized in table 4.7 below.

Table 4.7: Phone brand features affecting consumer buying decision

Variable/Questions	Strongly agreed		Agreed		Strongly disagreed		Disagreed		Neutral		TOTAL	
	n	%	n	%	n	%	n	%	n	%	n	%
Influence of phone brand on buying decision of mobile phone	82	41	92	46	2	1	12	6	12	6	200	100
Influence of phone durability on buying decision of mobile phone	76	38	114	57	2	1	6	3	2	1	200	100
Influence of phone usability on buying decision of mobile phone	50	25	128	64	8	4	8	4	6	3	200	100
Influence of physical appearance of a phone such as size, display, cover etc on buying decision of mobile phone	72	36	104	52	8	4	12	6	4	2	200	100
Influence of power saving on buying decision of mobile phone	90	45	92	46	2	1	6	3	10	5	200	100

4.2.1 Influence of phone brand on buying decision of mobile phone

Phone brand is the influencing factor on the decision to buy mobile phone as the brand contains phone features that are peculiar in terms of technology used, attractive phone cover of display and internet speed. These features of phone brand in some way makes the customers prefer a certain brand due to the believe that a particular phone brand contains the features he/she prefers the most, without any further inspection of the phone usability package. This is the reason why in this study we assessed the influence of phone brand (brand name) on consumer buying decision of mobile phones.

From table 4.7 above, the respondents were asked to agree or disagree on whether phone brand (brand name) phone brand affect buying decision of mobile phone. The findings indicated that 46% of students agreed that phone brand affects their buying decision of a mobile phone. This was followed closely by 41% who strongly agreed that phone brand affects their buying decision. However, 6% disagreed, 1% strongly disagreed while 6% were neutral. The total summation of those who agreed (strongly agree and agree) added up to 174 (87%) This implies that phone brand really affect their buying decision of mobile phones. These findings are in line with the findings of other previous studies, for instance; Karjaluoto et al (2005) revealed that brand name is the biggest factor influencing mobile choices.

The sampled university students were also asked to indicate the phone brand that influences them the most in their buying decision. The findings indicated that I phone is number one phone brand highly accepted by students as 50% of sampled students suggested that. This is followed by Samsung (28%), Techno (10%), Huawei (7%) and Nokia (5%).

4.2.2 Influence of phone durability on buying decision of mobile phone

The contribution that phone durability has on mobile phone choices is the biggest reason for the inclusion of this variable in this study. For instance, phone durability influence the consumer decision to buy a mobile phone in different ways including some economic reasons because if you buy a mobile phone that is durable may prolong in years, so people can also save money for buying mobile phone from time to time.

As reported in table 4.7 above, we asked the respondents to agree or disagree if phone durability affects customers' decision to buy a mobile phone. The findings of this study indicated that 57% of students agreed that phone durability affects their buying decision of a mobile phone. Also, 38% percent strongly agreed on this, however the remaining sampled students had different opinions, as 3% disagreed, 1% strongly disagreed and 1% was neutral. The total summation of the agree response reached to 190 after addition of 76 respondents who strongly agreed and 114 respondents who agreed. Hence, the respondents who agreed accounted for 95% of

the 200 respondents participated in this study. This implies that phone durability affects buying decision of mobile phone amongst university students. This is in line with the findings from other previous studies, for example; the study conducted by Eric and Bright (2008) indicated that quality of mobile phones including phone's durability is amongst the strong factors influencing choices of mobile phones.

To supplement these findings, students were asked to suggest the phone brand that is more durable, and their responses indicated that I phone is more durable as 42% of sampled students suggested that. This is followed by Samsung (30%), Nokia (13%), Techno (9%) and Huawei (6%).

4.2.3 Influence of phone usability on buying decision of mobile phone

Phone usability is a good example of the mobile phone feature that has an influence on consumer buying decision of mobile phones. This is because customers has diversity of choice on the preferable uses of mobile phones, for instance some people prefer phone calls the most, others messaging, some may prefer internet so as to google or pass through social media and so on. For instance, in this study we asked the respondents if the phone usability in some way affects/influence their buying decision of mobile phones.

As reported in table 4.7 above, 64% of students agreed that phone usability affects phone buying decision among students. Also, 25% had almost the same opinions as they strongly agreed that phone usability affects their buying decision of a mobile phone. Other sampled students had different opinions on this variable as 4% disagreed, 4% strongly disagreed and 3% were neutral. The total summation for those agreed (strongly agreed and agreed) added up to 178 (89%). This means that phone usability is amongst the factors affecting buying decision of mobile phones among students. These findings are similar to the findings revealed in previous studies, for instance Mack and Sharples, (2009), found out that usability in the most important determinant of the mobile choice.

Respondents of this study were also asked to disclose or choose one phone use that influences them the most to buy a mobile phone. Their responses to the question indicated that 49% of the sampled university students suggested that internet is the

phone use that influences them the most to buy a mobile phone. This is followed by 23% who suggested that quality of camera is the phone use that influences them the most when buying a mobile phone, while phone call (17%), messaging (7%) and music and videos 4%.

4.2.4 Influence of phone's physical appearance on buying decision of mobile phone

Customers have a tendency of selecting a phone that have a good physical appearance such as a good cover, good display and big or small size. Phone's physical appearance has a quick attraction on the eyes of people who want to buy a mobile phone. For example there are customers do not have much of the choices; these customer can simply be attracted by the physical appearance without consideration of other factors including internet speed and good camera, they can be just attracted by the size, the display or the cover. This is the reason why we asked the respondents to agree or disagree if in any way physical appearance of the phone such as display, cover and size has an influence on their buying decision of mobile phones.

As reported in table 4.7 above, the findings of this study demonstrated that phone's physical appearance such as size, display, cover affects students' buying decision of a mobile phone as 52% agreed and 36% strongly agreed on that. The total summation of the agreed (strongly agreed and agreed) added up to 176(88%). Only few had different opinions as 6% and 4% of students respectively disagreed and strongly disagreed on that, while 2% were neutral. Hence, it appears that phone's physical appearance is amongst the strong factors considered by university students before buying a mobile phone. Other previous studies also suggested the same results, for instance the study conducted by Malasi, (2012) demonstrated that physical appearance of mobile phone like size, color, visible name levels etc affects mobile choice. Specifically, the results of this study also indicated 51% of sampled students consider size of mobile phone, while 44% consider the quality of display and 5% consider the cover when buying a mobile.

4.2.5 Influence of power saving on buying decision of mobile phone

Power saving also has a contribution to the decision of customers to buy a mobile phone as some people feel unsettled to be unavailable on air; they mostly prefer to be available through the phone all the time. These kinds of customers would rather use a phone that has no internet but have the high capacity of serving charge. For example, we asked the respondents to agree or disagree if power saving has an influence on consumer buying decision because nowadays there is a tendency of customers to buy smart phones for internet uses or showoffs and a normal phone that have the high capacity of power saving for phone calls and messaging especially during the time that his/her expensive smart phone went out of power.

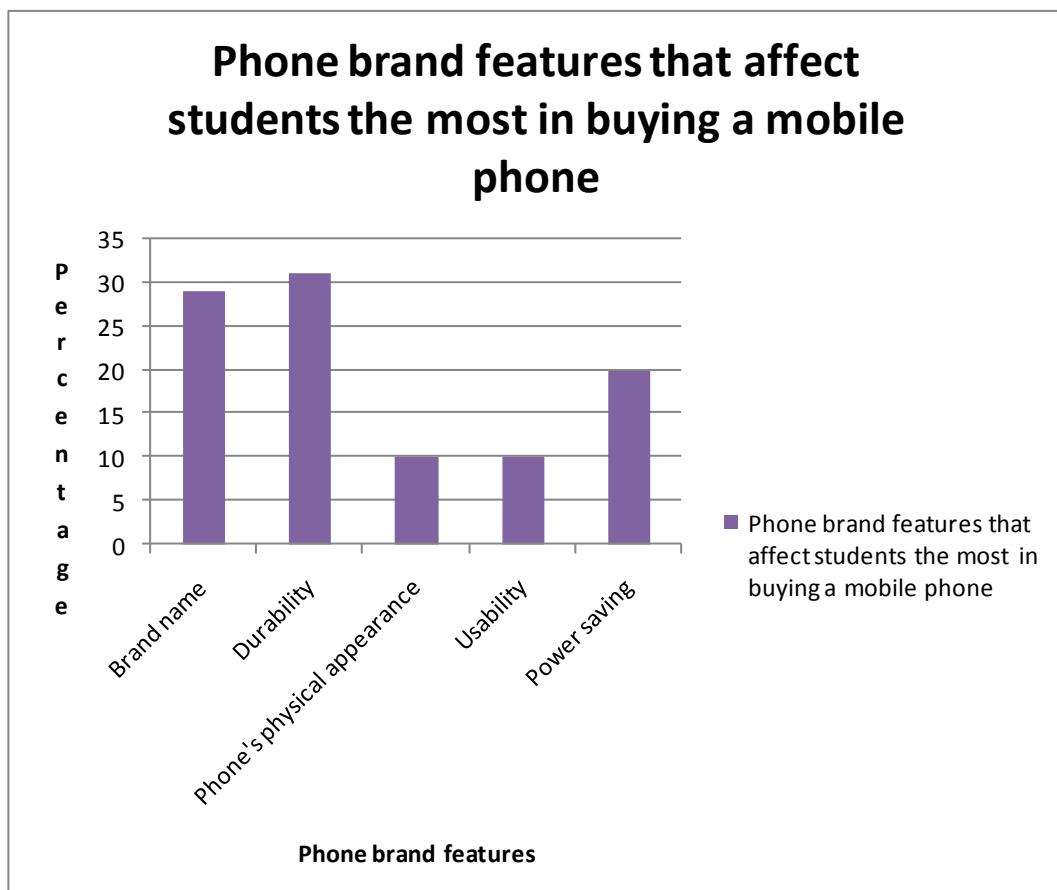
As reported in table 4.7 above, the findings of this study implies that students considers the capacity of a mobile phone to save charge when buying a mobile phone, as 46% and 45% of students respectively agreed and strongly agreed that the capacity of a mobile phone to save charge affects consumer buying decision when buying a mobile phone. The total summation of those agreed (strongly agreed and agreed) added up to 182 (91%). Only 3% and 1% of students respectively disagreed and strongly disagreed on that, while 5% were neutral. This shows that power saving affects buying decision of mobile phones among university students. The findings of this study are in line with the findings of other studies, for instance; the findings of the study conducted by Eric and Bright, (2008) indicated that quality of mobile phones including phone's capacity to save power is amongst the strong factors influencing choices of mobile phones.

To supplement these findings, we asked the respondents to choose one phone brand that they believe it has a high capacity of serving charge. According to sampled students who responded to the question, I phone has high capacity of saving charge as 27% suggested that, followed closely by Nokia (26%), Techno (22%), Samsung (18%), while 7% suggested Huawei.

4.2.6 Phone brand features that affect students the most in buying a mobile phone

Sampled students who participated in this study were asked to choose only one phone brand feature amongst durability, brand name, physical appearance, usability and power saving that affects them the most in buying a mobile phone. The responses of sampled students indicated that durability (31%) leads in affecting students' buying decision of a mobile phone, followed closely by brand name (29%), power saving (20%), while physical appearance and usability scored 10% both. These findings are presented graphically in figure 4.1 below.

Figure 4.1 Phone brand features that affect students the most in buying a mobile phone



4.3 Personal factors affecting consumer buying decision of a mobile phone

Four variables were considered in assessing the personal factors affecting consumer buying decision of a mobile phone. These variables include age, gender, lifestyle and occupation, of which the findings are as summarized in table 4.8 below.

Table 4.8: Personal factors affecting consumer buying decision of a mobile phone

Variable/Questions	Strongly agreed		Agreed		Strongly disagreed		Disagreed		Neutral		TOTAL	
	n	%	n	%	N	%	n	%	n	%	n	%
Influence of age on buying decision of a mobile phone	34	17	78	39	16	8	52	26	20	10	200	100
Influence of gender on buying decision of a mobile phone	28	14	66	33	18	9	72	36	16	8	200	100
Influence of lifestyle on buying decision of a mobile phone	60	30	96	48	4	2	26	13	14	7	200	100
Influence of occupation on buying decision of mobile phone	52	26	100	50	16	8	18	9	14	7	200	100

4.3.1 Influence of age on buying decision of mobile phone

Age predicts the consumer buying decision of mobile phone because differences in age reflect the differences in choices and tastes of the type of mobile phone to use. For example, we asked the respondents to agree or disagree if age in any way influences their decision of mobile phone as there are different categories and brands of mobile phones.

As reported in table 4.8 above, the findings of this study indicated that 39% of sampled students agreed that age affects their buying decision when buying a mobile phone, while 17% strongly agreed. Other sampled students had different opinions as 26% disagreed, 8% strongly disagreed, while 10% were neutral. The total summation of the agreed (strongly agreed and agreed) added up to 112(56%). The results imply that age has a slight influence on the decision to buy a mobile phone. The findings of this study are in line with the findings of other previous studies, for example the results from Kotler et al 2008 indicated that people change buying patterns on goods and services like mobile phones as they change in the age and life-cycle stages.

4.3.2 Influence of gender on buying decision of mobile phone

Gender is amongst the personal factors to watch so as to find out its influence on consumer buying decision of mobile phones. This is because men and female has different choices and testes of several products including technological products like mobile phones. For example, we asked the respondents to agree or disagree if gender influences their buying decision of mobile phones.

As reported in table 4.8 above, the findings indicated that 33% of sampled students agreed that gender affects consumer buying decision when buying a mobile phone. Also, 14% strongly agreed on that, however, 36% disagreed on that, 9% strongly disagreed, while 8% were neutral. The total summation of those agreed (strongly agreed and agreed) added up to 94(47%), while the total summation of those disagreed (strongly disagreed and disagreed) added up to 90(45%). These results imply that gender slightly influence consumer buying decision of mobile phones. These findings are similar to the results from other previous studies; for instance; the study conducted by Das, (2012) indicated that men and female have different tests or choices of mobile phones, hence this study suggested that gender affects consumer buying decision of mobile phones.

4.3.3 Influence of lifestyle on buying decision of mobile phone

Lifestyle is amongst the predictors of consumer buying decision of mobile phones because some people expensive lifestyle like having a good car, expensive house, expensive clothes, and expensive mobile phone and so on. In contrast with this, other people prefers a normal lifestyle, having the important things that are normal, such as a normal mobile that enables him/her to communicate, normal house for living, normal car for transportation or using a public transport and so on. Some people also rigid, they prefer or forced to live a low lifestyle, these people tend to have limited choices and testes of mobile phone, may have a normal mobile phone for making phone calls or messaging or may even stay without a mobile phone. For example in this study we asked the respondents to agree or disagree if lifestyle have an influence on their decision to buy mobile phones.

As reported in table 4.8 above, the findings of this study indicated that 48% of the sampled students agreed that lifestyle affects their buying decision of mobile phone. Also, 30% strongly agreed on that, however, 13% disagreed, 2% strongly disagreed, while 7% were neutral. The total summation of those agreed (strongly agreed and agreed) added up to 156(78%). These findings imply that lifestyle affects consumer buying decision of mobile phones among students. This is similar to the findings provided by Li and Li, (2010) who also suggested that lifestyle influences students' buying decision of mobile phones in China.

4.3.4 Influence of occupation on buying decision of mobile phone

Occupation in one way or another has an influence on consumer buying decision of mobile phones. For example, in this study, respondents were asked to agree or disagree if occupation influences their decision to buy mobile phone as occupation in some way attached to the level of income, social status and lifestyle of people, hence, in some way there is a chance of influencing consumer decision of mobile phone.

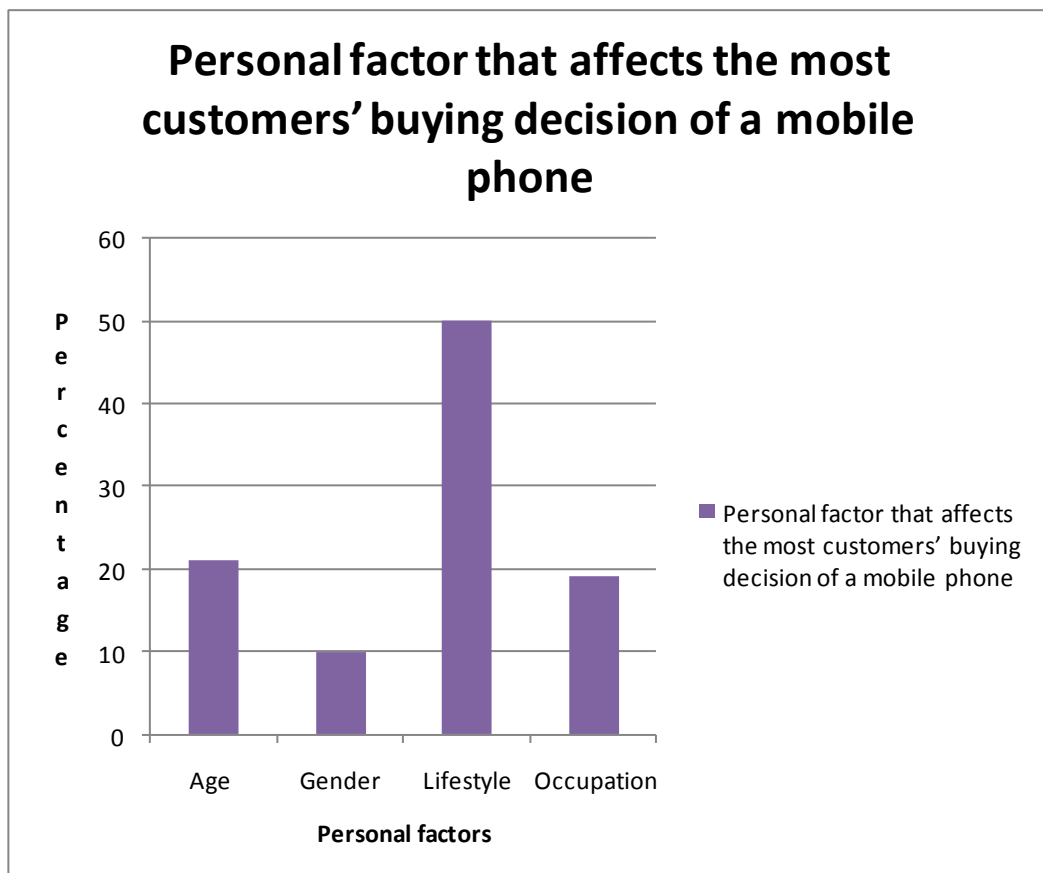
As reported in table 4.8 above, the findings indicated that 50% of the sampled students agreed that occupation affects consumer buying decision of mobile phone. Also, it was revealed that 26% of sampled students strongly agreed on that, however others had different opinion as 9% disagreed, 8% strongly disagreed and 7% were neutral. The summation of those agreed (strongly agreed and agreed) added up to 152 (76%). These findings imply that consumer's occupation affects the decision to buy mobile phones. The findings from this study are in line with other findings from different researchers, for instance; the findings from the study conducted by Solomon, (2004) revealed that people, who share similar occupations, tend to have similar taste in various goods and services like mobile phones as well as other social interactions like clothing and music.

4.3.5 Personal factor that affects the most customers' buying decision of a mobile phone

The samples students were asked to choose one personal factor that affects the most consumer buying decision. This included age, gender, lifestyle and occupation, of which the results of this study indicated that lifestyle (50%) is the leading factor

affecting consumer buying decision of a mobile phone, followed by age (21%), occupation (19%) and gender (10%). These findings are presented graphically in figure 4.2 below.

Figure 4.2: Personal factor that affects the most customers' buying decision of a mobile phone



4.4 Socio-economic factors affecting customer buying decision

Five variables including groups, family, income, price and social status were considered in assessing socio-economic factors affecting customer buying decision. These findings are as summarized in table 4.9 below.

Table 4.9: Socio-economic factors affecting customer buying decision

Variable/Questions	Strongly agreed		Agreed		Strongly disagreed		Disagreed		Neutral		TOTAL	
	n	%	n	%	N	%	n	%	n	%	n	%
Influence of groups on buying decision of a mobile phone	20	10	90	45	8	4	54	27	28	14	200	100
Influence of family on buying decision of a mobile phone	18	9	58	29	16	8	82	41	26	13	200	100
Influence of income on buying decision of a mobile phone	70	35	100	50	16	8	14	7	0	0	200	100
Influence of price on buying decision of mobile phone	80	40	92	46	4	2	12	6	12	6	200	100
Influence of social status on buying decision of mobile phone	32	16	90	45	4	2	46	23	28	14	200	100

4.4.1 Influence of group on buying decision of mobile phone

The contribution that group has on mobile phone choices is the biggest reason for the inclusion of this variable in this study. For instance, people in the same group have a tendency of having the values, choices, behaviors that are almost alike. This influence the consumer decision to buy a mobile phone in different ways, either to be in a group that have high values, choices and expectations, or to be moderate or to be low. Hence, the respondents were asked to agree or disagree if group influences their decision to buy mobile phones.

As reported in table 4.9 above, the findings indicated that 45% of the sampled students agreed that groups affect their buying decision, also 10% strongly agreed on this. Other sampled students had different opinions as 27% disagreed, 4% strongly disagreed on that, while 14% were neutral. The total summation of those agreed (strongly agreed and agreed) added up to 110(55%). These findings imply that groups affect consumer buying decision of mobile phones amongst students. These findings are similar to other findings from previous studies, for instance the findings from the study conducted by Lang et al, (2006) indicated that groups affects consumer behavior because every individual belongs to a particular group, they observe each other and take cues how to behave to fit in and please each other in the group. Hence even the decision to buy mobile phones can be the same within the group as they try to fit in and please each other in the group.

4.4.2 Influence of family on buying decision of mobile phone

Family in one way or another has an influence on consumer buying decision of mobile phones. For example, in this study, respondents were asked to agree or disagree if family influences their decision to buy mobile phone as occupation in some way or another, families have differences in terms of the level of income, social status and even lifestyle, hence, in some way or another there is a chance of influencing consumer decision of mobile phone.

As reported in table 4.9 above, the findings of this study indicated that 41% of students disagreed that family affects their buying decision of a mobile phone. Also, 8% strongly disagreed on this, however the remaining sampled students had different opinions, as 29% agreed, 9% strongly agreed and 13% were neutral. The total summation of those disagreed (strongly disagreed and disagreed) added up to 98 (49%), while the total summation of those agreed (strongly agreed and agreed) added up to 76(38%). These findings imply that family does not affect consumer buying decision of mobile phones. Other previous researchers had different findings, for instance; the findings presented by Kotler, et al, (2008) indicated that family affects consumer buying decision of various goods and services such as mobile phones.

4.4.3 Influence of income on buying decision of mobile phone

Income predicts the consumer buying decision of mobile phone because differences in income level reflect the differences in choices, tastes and affordability to buy certain kind of mobile phone. For example, we asked the respondents to agree or disagree if income in any way influences their decision of mobile phone.

As reported in table 4.9 above, 50% of the sampled students agreed that income affects phone buying decision among students. Also, 35% had almost the same opinions as they strongly agreed that phone usability affects their buying decision of a mobile phone. Other sampled students had different opinions on this variable as 7% disagreed and 8% strongly disagreed. The summation of those agreed (strongly agreed and agreed) added up to 170(85%). These results imply that income influences consumer buying decision of mobile phones. The findings of this study are in line with other previous studies, for instance; the findings provided by Solomon, (2013) indicated that income is the driving factor in the decision to buy luxurious things like mobile phones.

4.4.4 Influence of price on buying decision of mobile phone

Price is also amongst the predictors of customer decision to buy a mobile phone. For example we asked the respondents to agree or disagree if price has any influence on their decision to buy mobile phones because even manufactures consider price in manufacturing different phone brands, This is because customers have different preferences of price, and also their level of affordability is different across the customers.

As reported in table 4.9 above, the findings of this study demonstrated that price of mobile phone affects students' buying decision of a mobile phone as 46% agreed and 40% strongly agreed on that. The total summation of those agreed (strongly agreed and agreed) added up to 172(86%). Only few had different opinions as 6% and 2% of students respectively disagreed and strongly disagreed on that, while 6% were neutral. Since that majority of sampled students agreed (strongly agreed and agreed) that price affects consumer buying decision of mobile phones, this proves that price is amongst the driving factors influencing consumer buying decision of mobile

phones. The findings of this study are in line with other previous studies, as an example; the findings from Karjaluoto et al, (2005) indicted that price is amongst the driving factors influencing consumer buying decision of mobile phones.

4.4.5 Influence of social status on buying decision of mobile phone

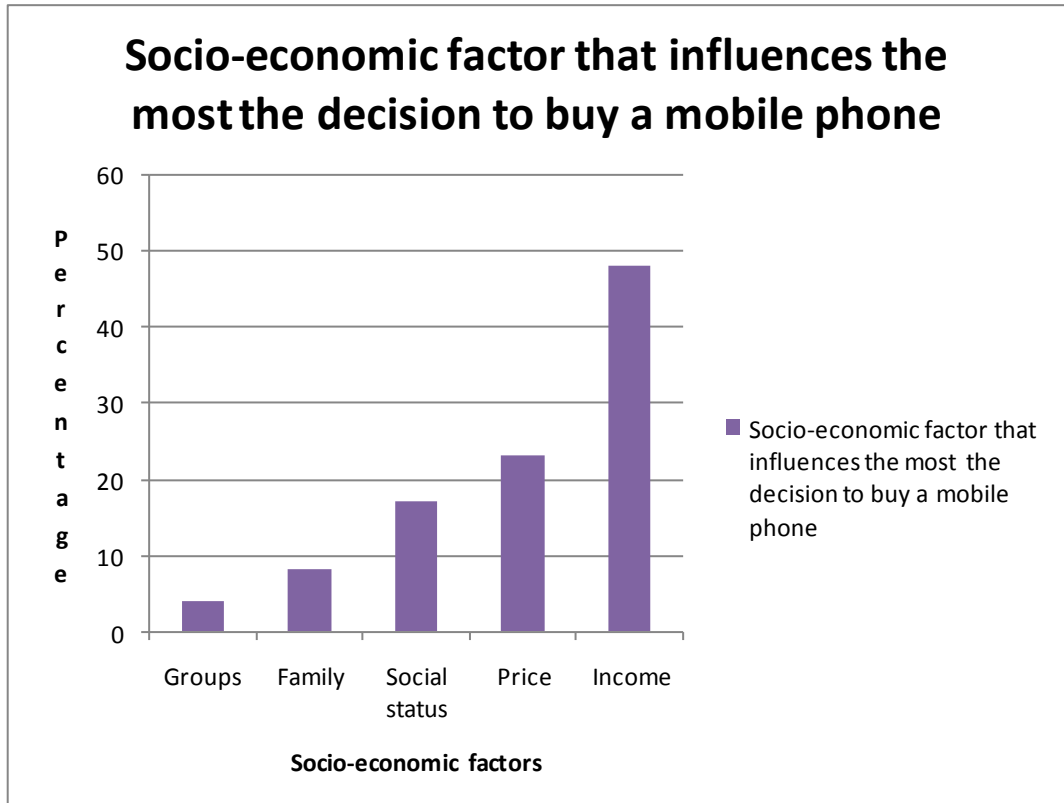
Social status can influence customers to buy a certain mobile phone if a customer consider and acknowledge that his/her social status is something to consider before buying a phone. For example, in this study we asked the respondents to agree or disagree if in any way they are influenced by their social status to buy a certain kind of mobile phone.

As reported in table 4.9 above, the findings of this study implies that students considers their social status when buying a mobile phone, as 45% and 16% of students respectively agreed and strongly agreed that social status affects consumer buying decision when buying a mobile phone. However, 23% disagreed on that and only 2% of sampled students strongly disagreed on that, while 14% were neutral. The total summation of those agreed (strongly agreed and agreed) added up to 122(61%). These findings are in line with other previous studies, for instance; the findings from the study conducted by Kotler et al, (2008) indicated that social status is the big factor affecting consumer buying decisions of different things especially those which are luxurious in nature like mobile phones.

4.4.6 Socio-economic factor that influences the most the decision to buy a mobile phone

Sampled students who participated in this study were asked to choose only one socio-economic factor amongst groups, family, social status, price of mobile phone and income that affects them the most in buying a mobile phone. The responses of sampled students indicated that income (48%) leads in affecting students' buying decision of a mobile phone, followed by price (23%), social status (17%), family (8%) and groups (4%). These findings are presented graphically in figure 4.3 below.

Figure 4.3 Socio-economic factors that influences the most the decision to buy a mobile phone



CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter covers the summary of this research that demonstrates the objectives of this study and the findings obtained from this study based on a particular objective. This chapter also covers the conclusion of this study and the policy implications. Furthermore, this chapter winds up with the suggested areas for further research, which demonstrates the areas that were not covered by this study so as the interested researcher see this opportunity to research those areas in the future.

5.1 Summary

Firstly, this study assessed the phone brand features affecting consumer buying decision of mobile phones. Five brand features were considered including brand name, phone durability, phone usability, phone's physical appearance and phone's capacity in saving charge. Sampled students were asked to provide their view in a form of likert scale 1 up to 5, of which 1-strongly agree, 2-agree, 3-strongly disagree, 4-disagree and 5-neutral. The responses were presented in chapter four, however in summary, the findings indicated that all selected brand features including brand name, phone durability, phone usability, phone's physical appearance and phone's capacity in saving charge affects consumer buying decision of mobile phones. However, in ranking them, phone durability (31%) leads in affecting students' buying decision of a mobile phone, followed closely by brand name (29%). Power saving (20%) is the third in ranking, while phone's physical appearance and usability scored 10% both.

Secondly, personal factors were also assessed to see whether they affect consumer buying decision of mobile phones or not. Four variables were considered including age, gender, lifestyle and occupation. The sampled students were asked to respond on questions by either of strongly agree, agree, strongly disagree, disagree and neutral. The broader findings were presented in chapter four, but in summary it implies that age, lifestyle and occupation are personal factors that affect consumer buying decision. The influence of gender on consumer buying decision is weak because

majority of sampled students (39%) disagreed that gender affects consumer buying decision of mobile phones. In ranking them, lifestyle (50%) is the leading personal factor affecting consumer buying decision of a mobile phone, followed by age (21%), occupation (19%) and gender (10%).

Thirdly, five variables including groups, family, income, price and social status were considered in assessing socio-economic factors affecting customer buying decision. The findings of this study demonstrated that socio-economic factors including income, price and social status are highly influencing factors affecting consumer buying decision of mobile phones. The sampled students were asked to rank them, and their responses demonstrated that income (48%) leads in affecting students' buying decision of a mobile phone, followed by price (23%), social status (17%), family (8%) and groups (4%).

5.2 Conclusion

In respect to the findings of this study and empirical evidence established by other researchers, this paper concludes that consumer buying decision of mobile phones is influenced by multiple factors that should have the same consideration in the manufacturing and marketing processes. This is because customers consider all selected factors (phone brand features, personal factors and socio-economic factors) before making a decision to buy a certain mobile phone. However, for the manufactures' and marketers' interest, this paper ranked these factors in their respective groups based on their level of influence on consumer buying decision of mobile phones. The scores demonstrated that, amongst the phone brand features, phone durability (31%) leads, followed by brand name (29%), power saving (20%), phone's physical appearance (10%) and usability (10%). In ranking the personal factors, lifestyle (50%) is the leading personal factor affecting consumer buying decision of a mobile phone, followed by age (21%), occupation (19%) and gender (10%). On the side of socio-economic factors, income (48%) leads in affecting students' buying decision of a mobile phone, followed by price (23%), social status (17%), family (8%) and groups (4%).

5.3 Policy implications

Based on the findings of this study and the conclusion reached, this study sort out the policy implications of this study. The following are the policy implications of this study:-

- (i) Manufactures of different mobile brands should consider selling at the prices that are affordable to the market so as to enable peoples with different levels of income purchase good mobile phone brands
- (ii) Manufactures of mobile phones should concentrate on producing mobile phones that are more durable. This is because the findings of this study revealed that customers consider more on phone's durability, brand name and phone's capacity of saving power.
- (iii) Manufactures of smart phones should consider producing smart phones with high capacity of saving power as this variable has many complaints from customers. Sampled students insisted that they are forced to have an alternative mobile phone for messaging and calling or power bank in case their phone went power off.
- (iv) Since that customers consider multiple factors before making a decision to buy a certain mobile phones, all who are involved in manufacturing and marketing processes, should design and sale mobile phones that have multiple tastes so as to fulfill diverse customers' choices.

5.4 Areas for further study

This study opens the room for further studies, as this study only covered the influence of brand features, personal factors and socio-economic factors on the consumer buying decision of mobile phones. Hence, this opens the room for further research because there are some factors were not researched by this study. The areas that were not reached and proposed by this study to be researched include:-

- i. The impact of marketing strategies on customer satisfaction of mobile phone brands
- ii. Why smartphone have low capacity of saving charge
- iii. The contribution of TCRA in controlling mobile phone market in Tanzania

- iv. The role played by technology advancement in designing the mobile phones with high capacity
- v. The use of mobile phones on increasing the value of education

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APPENDICES

QUESTIONNAIRE

I am master's student of science in marketing management from Mzumbe University Morogoro Campus carrying research entitled "Assessment of factors that influence consumer buying decision for mobile phones brand: A Survey study among University Students" This questionnaire is intending to fulfill the research objectives and the responses will be useful in achieving the research objectives. Data collected through this questionnaire will be used for strictly academic purposes only and your personal information will be kept private and confidential. Your cooperation in filling this questionnaire is highly appreciated.

A. Personal Information:

✓ *Tick the appropriate answer.*

A1. Sex of respondent

- Male
- Female

A2. Age of the respondent

- Below 18 years old
- 18-24
- 25-34
- 35-44
- 45-64
- 65 and Above

A3. Place of birth of respondent

- Abroad
- Urban cities
- Rural /Villages
- Other place: Mention.....

A4. What is your education level?

- Certificate
- Diploma
- Advance diploma/Bachelor degree
- Postgraduate diploma/Masters' degree
- PhD

A5. What is your employment status?

- Government employee
- Private organization employee
- Business person/Self employed
- Unemployed student

A6. What is your income type?

- Salary
- Allowance/Pocket money
- Loan
- Sponsorship

A7. What brand type of phone/phones do you use (Mention)

- i.
- ii.

A8. Are you a brand Loyal?

- Yes (Reason)
- No (Reason)

A9. How frequently do you change your mobile phone?

- After every six months
- After one year
- After every two years and Above
- Reason for change (State).....

A10. Which is the best brand for you?

- Huawei
- Samsung
- I phone
- Techno

- Nokia
- Other (Mention).....

B: Assessment of phone brand features affecting consumer buying decision

✓ *Tick the appropriate answer.*

B1. Do you agree that phone brand affects your buying decision?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

B2. If you strongly agree or agree, choose one phone brand that you prefer the most to the extent of affecting your buying decision

- Huawei
- Samsung
- I phone
- Techno
- Nokia
- Other (Mention).....

B3. Do you agree that phone durability affects your buying decision when you decide to buy a mobile phone?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

B4. In your experience of using mobile phone, which phone brand do you believe is durable?

- Huawei
- Samsung
- I phone
- Techno

- Nokia
- Other (Mention).....

B5. In your experience of using the mobile phone that you chose above, how long did that phone survive?

- Less than one year
- One year
- More than one year (Specify).....

B6. Do you agree that phone usability affects your buying decision?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

B7. If you strongly agree or agree, choose one phone use that influences your buying decision

- Phone call
- Messaging
- Internet
- Music and videos
- Quality of camera
- Other (Mention).....

B8. Apart from phone call and messaging, choose one phone use that influences your buying decision?

- Internet
- Music and videos
- Quality of camera
- Other (Mention).....

B9. Do you agree that physical appearance of a phone such as size, display, cover etc affect your buying decision?

- I strongly agree
- I agree
- I strongly disagree

I disagree

Neutral

B10. If you agree or strongly agree, choose one phone's physical feature that you like the most to the extent of affecting your buying decision.

Size

Display

Cover

Other (Mention).....

B11. Do you agree that the capacity of a mobile phone to save charge affects your buying decision in the process of buying a mobile phone?

I strongly agree

I agree

I strongly disagree

I disagree

Neutral

B12. In your opinion, which phone brand do you believe has the most capacity of saving power?

Huawei

Samsung

I phone

Techno

Nokia

Other (Mention).....

B13. In your experience, how long does the phone brand you chose above save its power?

Less than one hour

Between 1 hour and 11 hours

Between 12 hours and 24 hours

More than one day (Specify).....

B14. If you are asked to choose only one phone brand feature that affects you the most in the decision to buy a mobile phone, which feature will you choose?

- Brand name
- Durability
- Phone's physical appearance (e.g size, cover, display)
- Usability
- Power saving
- Other (Mention).....

C: Assesment of personal factors affecting consumer buying decision of a mobile phone.

✓ *Tick the appropriate answer.*

C1. In your opinion, do you agree that your age affect your buying decision of a mobile phone?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

C2. In your opinion, do you agree that your gender affects your buying decision of a mobile phone?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

C3. In your opinion, do you agree that your lifestyle affect your buying decision of a mobile phone?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

C4. In your opinion, do you agree that your occupation affect your buying decision?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

C5. If you are asked to choose one personal factor that affects the most customers' buying decision of a mobile phone, which factor will you choose?

- Age
- Gender
- Lifestyle
- Occupation

D: Assessment of socio-economic factors affecting customer buying decision

✓ *Tick the appropriate answer.*

D1. Do you agree that your groups affect your buying decision of a mobile phone?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

D2. Do you agree that your family affect your buying decision of a mobile phone?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

D3. Do you agree that your income affect your buying decision of a mobile phone?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

D4. Do you agree that the price of mobile phones affect your buying decision?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

D5. Do you agree that social status affect your buying decision?

- I strongly agree
- I agree
- I strongly disagree
- I disagree
- Neutral

D6. If you are required to choose one socio-economic factor that influences the most the decision to buy a mobile phone, which one will you choose?

- Groups
- Family
- Social status
- Price
- Income

Thank you for your time!