

An Investigation into the Factors Affecting Vietnamese Students' Smartphone Purchase Decisions

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ABSTRACT

In Vietnam nowadays, the phone is a vital and necessary device for students. This is due to smartphones' excellent capabilities, which serve to link people all over the world while also being helpful tools for students, such as the internet, taking photos, maps, payments, etc. According to research, students' smartphone purchases are influenced by elements such as hardware sector, software, technology, brand, money, and certain fundamental aspects. As a result, technology has had a significant impact on today's pupils as a result of these elements. Recognizing these trends, manufacturers are progressively launching improved items to deliver services to the younger generation. Smartphones are now compared to an online encyclopedia, allowing students to serve their studies and readily obtain the information they are looking for. According to this background, the purpose of this research is to discover Vietnamese students' behaviors in smartphone purchase decisions, specifically the factors and tendencies that have the most influence on their decisions. This study's procedures include not just conducting a poll with a series of questions but also examining secondary sources to determine the outcome of this investigation. The analysis will also be valuable for telecom executives and phone makers in understanding smartphone reactions and sales tactics. As a result, it will expand customer areas.

Keywords: Smartphone, Purchasing Decisions, Students' Smartphone Purchases, Factors Affect Students' Buying, Vietnamese Students' Behaviors.

1 Introduction

Smartphones are becoming increasingly prevalent and are capable of replacing other gadgets. It serves as a personal assistant with many duties, and it also serves to entertain owners after long days of studying. Today's smartphones are separated into two operating systems: Android and iOS. Thanks to modernity and superiority, smartphones have become the primary choice for individuals all around the world to stay connected. Mohd Azam Osman et al. (2011) agreed that smartphone technology was influencing people's behavior, particularly the younger generation. Furthermore, in order to maintain a competitive advantage, the smartphone industry is continually altering and evolving in the telecommunications market. To do this, a large number of new cellphones are launched onto the market. The Improvement of the smartphone business has influenced customers, particularly the younger generation, in terms of motivation and decision-making when choosing to use a smartphone.

As a meaningful form, this study will learn more about college students' purchasing habits. According to the study, a variety of basic elements such as brand, price, features, and display impact students' decision to purchase cellphones. Furthermore, features are a factor in influencing consumers, since they constantly stress the attributes of items. Some researchers, however, stated that the theories would not be impractical if applied to student conduct. In general, deterministic elements do not always impact human behavior. The survey is directed at University of Food Industry English majors and their purchasing habits. The student generation is characterized as young individuals who are in contact with modern technologies. The other study identifies disparities in consumer behavior across distinct customers. Furthermore, students represent



new generations when their consumer behavior differs from that of earlier generations. Because they have great aspirations and are more concerned with experiences. Although smartphone popularity is growing, relatively few studies have been conducted, providing insufficient evidence to comprehend key smartphone aspects that influence purchase behavior. As a result, the purpose of this paper is to investigate the impact of smartphone qualities on students' purchase decisions.

2 Literature review

2.1 Factor influencing students' smartphone buying decisions

According to Warshaw and David (2016, p. 247), buying intention is pre-planning to acquire things or services in the future. It is not required to carry through the purchasing purpose because it is dependent on the individual's capacity to do so. According to Blackwell et al. (2001), what appears in the customer's head indicates their purchasing intent. According to the other studies, customers went through the process of identifying the items, and then they would locate some information about the packaging, assess, buy, and respond. As a result, they may choose another one after conducting thorough investigation. There are several smartphone manufacturers to select from in order to satisfy the demands and desires of users. As a result, they needed to do extensive study into the elements that influence client purchasing decisions for smartphones. The analysis attempts to examine numbers such as feature, brand name, and customer social influence.

There are numerous high-tech features of cellphones on the market right now. As a result, different individuals will select various contrasting aspects of cellphones that can answer to customers' wants and desires. According to Oulasvirta et al. (2010), smartphones in the modern era are primarily used for wireless connectivity, an integrated web browser, installing applications, full programmability, managing information systems, presenting and capturing multi-effects, a high resolution screen, a large capacity, and locating. Based on earlier research, Ling et al. (2006) concluded that smartphone design features such as camera, vivid screen, voice activation, Internet access, and wireless networking were valued.

As a result, students preferred to buy smartphones because of its design, size, and display. Lay-Yee et al. (2013, p. 2430) define hardware as the surface of gadgets that can be physically touched. Software encompassed computer programs, procedures, and documents. Furthermore, operating systems, memory, and programs might all be classified as software.

According to Isabella Lin, a fashion and style manager at Capitalism in New York, men and women have diverse buying tastes. According to the Market Intelligence Survey, 81 percent of women responded that they would purchase items such as leisure and entertainment, while males owned just 43 percent. This significant disparity should be carefully evaluated in all firms' commercial strategies. Some premium businesses might build two portions in order to target both men and women with an application or brand. The first section will go from male to male items, while the second section will go into female brand discovery.

Organizations are always looking for ways to differentiate themselves from the competition, and the smartphone market is no exception. The location must feature fresh technologies that are not currently available on the market. A brand name can be a distinguishing feature that is unique to the organization. Furthermore, it might be a name, phrase, logo, or design to distinguish oneself from the competition. According to Cornelis (2010), practically all businesses have prioritized brand names, which may be important assets to products and services. As a result, it provides the business with a competitive edge. According to Norazah (2013), today's clients preferred cellphones because of their many characteristics, such as the ability to display information quickly and clearly for engaging. Customers purchase cellphones such as Samsung, BlackBerry, Apple, Nokia, and LG. According to Khasawneh's (2010) research, product brand names have an impact on purchasing behavior.

Rashotte (2007) defined social influence as an emotional, behavioral, and cognitive shift when the other person was influenced purposefully or inadvertently. This is a social contact between individuals, such as your parents and peers. Nelson and McLeod (2005, p. 517) investigated how the media, parents, and partners influenced consumers' decisions to purchase cellphones. Nowadays, everyone has access to social media platforms such as Facebook, Twitter, and Instagram. They were able to uncover not only smartphone-related messages, but also consumer comments and product assessments. Consumers seek advice and views from friends and family based on smartphone characteristics and would purchase them if relatives were around.

2.2 Many factors influence smartphone purchases, including costs, promotions, marketing efforts, warranty services,...

In this day and age, it is true that a variety of factors may have a significant impact on customer behavior when deciding to get a new smartphone. External factors will be discussed in order to clarify these concerns and assist the audience in finding more intriguing information to better understand consumers.

Begin with the cost, pricing was discovered to play an important effect in purchase decisions and was recognized as the most influential element. In Sata's (2013, p. 9) study, among numerous aspects provided, the researchers discovered that price had a significant impact on the decision process, followed by other smartphone attributes. According to another study, not only the price but also several major features and the quality of cellphones had a significant role in client selection and perception (Paulrajan et al.) (2011, p. 40). Furthermore, Peter (1987) proposed that if the price is lower than the acceptable price, people will lose trust in the product's quality.

Similarly, Dodd (1991) noted that if the price is greater or lower than the typical and fair price, the customer's intentions tend to decline. For these reasons, price should be carefully addressed, and finding the proper price can assist boost the likelihood of acquiring a smartphone. Furthermore, pricing and brand image were shown to have a close relationship and were connected to one another. As the price level may aid in the establishment of the brand's image among users (Aaker, (1991)). One thing that has been discovered is that greater prices are associated with higher product quality, and vice versa (Chow et al., (2012)). It may be argued that a high brand image was usually coupled by a high price.

A brand name is undeniably more than a name or a basic graphic. The quality of service might symbolize the brand image. More recommendations will be given if clients are happy with the quality that a brand can provide. Furthermore, Roberts and Dowling (2002) argued that brand image was an unseen value that was difficult to replicate, which might assist every organization to achieve steady financing. Customers' purchase decisions would be greatly influenced if the brand image was good (Kertajaya, (2007)). Consumers, for example, may be ready to order at a premium price, which may assist a firm to retain more loyal customers through a strong brand image. It might be regarded as a beneficial brand image that can lead to customer happiness, which also helps promote corporate loyalty (Osman, (1993)).

Following that, the marketing component is essential in the digital world, when advertising activities and retailers compete for our attention. When developing a smartphone marketing strategy, professionals typically employ social media and broadcast advertising to influence client purchase decisions. Another method is to attract clients' attention by joining in their hobbies, such as gaming or commercial advertising. Advertising, according to studies, had a significant impact on smartphone purchases. Alshurideh (2016) discovered that marketing activities influenced customer retention behavior in both direct and indirect ways. Furthermore, Arshad et al. (2016) claimed that the surroundings and emotions included in the advertising might have a significant influence on client behavior. This demonstrates that the majority of individuals acquire cellphones after seeing advertisements.

Awasthi (2012) conducted a study and discovered that consumer evaluations of merchants on the Internet offered essential information. As a result, when it comes to cell phones, people do not tend to be brand loyal. To explain, various elements such as brand name, price, special characteristics of the product, social influences, and so on have a big influence on young customers' purchasing decisions. Similarly, the researchers determined that people were more likely to acquire a product if celebrities appeared in smartphone brand television advertising. According to Ulas Akkucuk and Javed Esmaili's study "The Impact of Brands on Consumer Buying Behavior," there were a number of aspects that may assist in developing loyal consumers, including brand name, warranty services, pricing, quality, and so on.

2.3 Other factors

Aside from the obvious variables like features, quality, and pricing, there are several more factors that influence student smartphone purchases. Smartphones are becoming popular among people in general and students in particular. It serves the demands of not just interacting, conversing, and transferring information, but also picture sharing, photography, entertainment, and self-affirmation. Furthermore, there are several documents and data that demonstrate these requirements.

For starters, the ease of use of cell phones influences student selection. People utilize cell phones as a popular learning tool, according to research published in (Computers in Human Behavior, 2011), which stimulates flexibility and learning capacity. "The convenience and flexibility of the online learning environment, which means that network-based materials match their learning goals and lifestyles", according to Nghi Tran Tin (2014, p. 549). In addition to educational benefits, kids regard smartphones as "friends" since they are connected to most activities, entertainment, and communication links. Smartphones not only offer basic functionality like talking and messaging, but they can also connect to the internet and run software like the Weinberg application, which displays little chimps. Furthermore, between 2007 and 2010, about 3000 smartphone applications were produced (International Data Corporation, 2010). Cellphones provide users with the ease of accessing the internet, social networks, music, and utilizing the internet on other devices. Is it possible for pupils to express themselves by selecting and utilizing a smartphone? Many of you seek to impress others by flaunting expensive products such as the iPhone, Samsung, and others. Furthermore, many of you have a tendency to "run with the times," changing to the new product as soon as it is released. Nguyen Dat, CEO of DidongViet Group, said that customers who use iPhones are not interested in customer care programs like Samsung. It does not have the best customer care policy, but Apple devotees are willing to wait and pay to have a new model phone after each launch. It is a brief period in which firms rush to produce new products, resulting in consumer change.

One of the elements influencing the selection of cellphones for students is brand loyalty. A company's brand is regarded as its most important asset. It is more than just a name or a symbol; it reflects the company's products and services and is a crucial part of the customer-business interaction. Customer knowledge of value, trust, brand experience, and product and service pleasure is one of the keys to brand loyalty, according to Armstrong and Kotler (2010), "Open Journal of Social Sciences 4, 2016".

Finally, one of the finest marketing strategies businesses have to encourage people to feel the brand is the oral factor. As can be seen, social networking is thriving today. All product and service information is immediately available. Most products are probably best marketed through "word of mouth." By evaluating items in the media, they allow buyers to experience and price them. According to the article Word of Mouth Marketing (2020), "while brands have to run time-consuming advertising campaigns and spend money to earn customers' trust, the advice from relatives and friends is likely to motivate people to withdraw their wallets more strongly."

There were eight hypotheses for this study before the survey, based on the following theories, which relied on projected elements that impacted Vietnamese students' smartphone purchase behaviors.

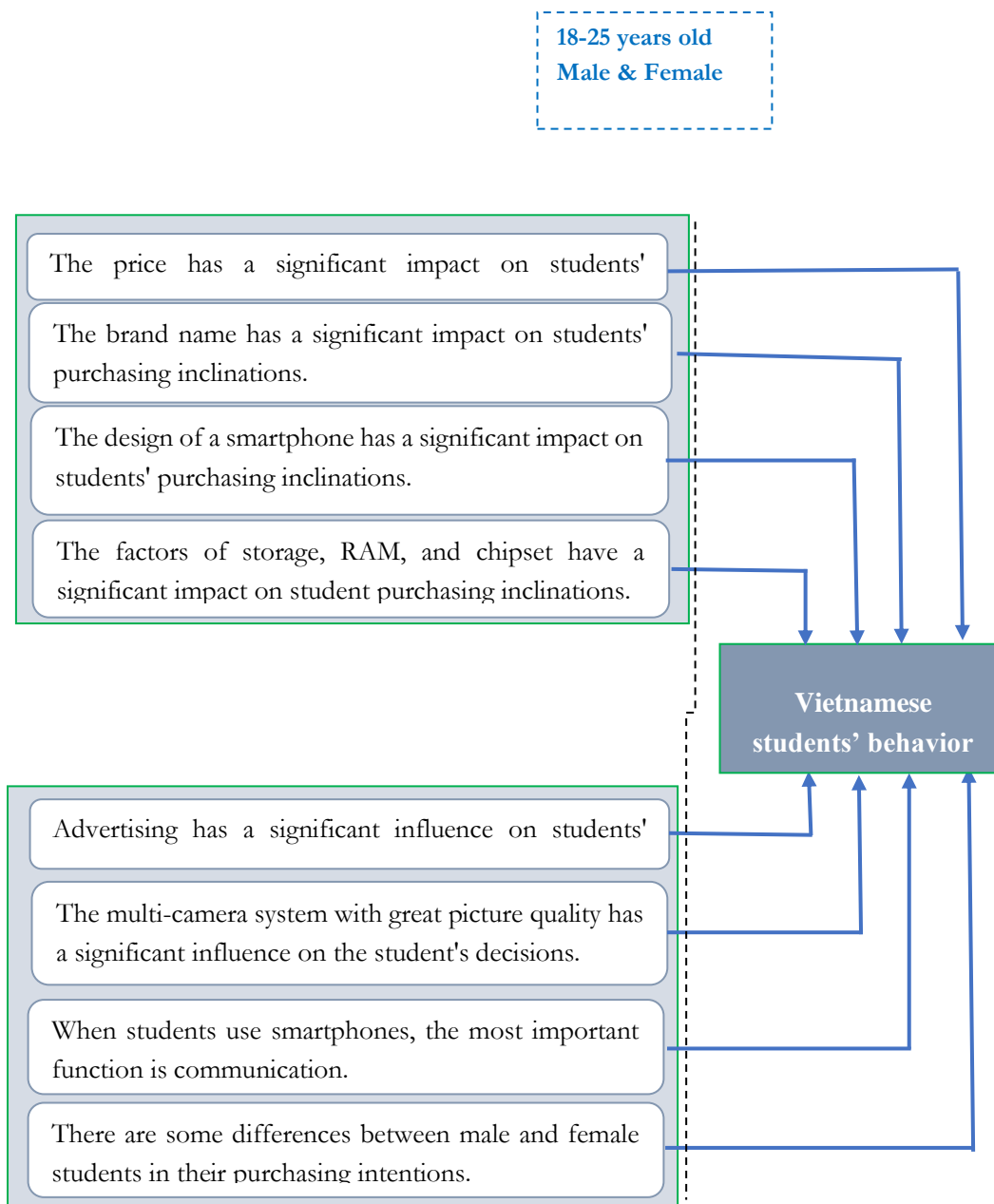


Figure 1. Proposed Research Market

3 Materials and Methods/ Methodology

3.1 The research's subject and population

Several themes may have been considered for this study during the preliminary stages. However, the student's purchasing tendency for smartphones was deliberated and chosen to be potentially more convenient for extracting information because the purchasing trend for smartphones is very popular and common nowadays, as opposed to other payment trends such as aesthetic surgery, travel, restaurants, insurance, and so on.

The target population is the number of individuals that the researchers wish to represent for all assessments, whereas the sample is the actual number of people who participate in the study, according to the analytic conditions. The population of this study includes all Vietnamese students, but the representative group only includes students at Hoa Sen University, as they are the study's target demographic. A sample is a set of 52

random Hoa Sen University students aged 18 to 25, with 18 men and 34 girls. This set of students is thought to be indicative of Vietnamese students' shopping decisions.

3.2 Data sources

To conduct this investigation, information regarding Vietnam's student behavior in acquiring smartphones was gathered in order to examine their behavior patterns utilizing primary and secondary data. In research, primary data is typically the original data received directly from the survey, whereas secondary data is previously gathered information from other surveys of old publications or journals. Furthermore, the book *Essentials of Service Marketing* by Wirtz, J., and Lovelock, C. (2018) gave further consumer behavior information for conducting this survey.

3.3 Research Methods

The size was not particularly vast because the topic of this report was common and had been written about in prior reports by other writers. Thus, this research only employed quantitative data analysis.

3.4 Quantitative data analysis

To begin with, the questionnaire was developed on a website connected through Google Docs and had 8 multiple-choice questions and 13 multiple-choice grid questions separated into three sections. Respondents were only allowed to select one answer option for each question. The first section asked for information on their present smartphone circumstances, including financial background, gender, and characteristics such as features, quality, technology, or brand reputation, among others.

The second section discussed the marketing, promotion, consultation, service, and guarantee elements that may influence their purchase decisions. Other variables highlighted in the last section were convenience, self-actualization requirements, loyal clients, other influences, and so on. Furthermore, this section included a 5-point Likert scale ranging from 1 to 5. Point 1 means strongly disagree, point 2 means disagree, point 3 means neutral, point 4 means agree, and point 5 means strongly agree.

3.5 Study Process

All of the responses were clear and easy to comprehend, and over 90% of them were summarized as percentages in pie charts, column charts, and numerous grids. The process analysis was a little problematic since not only were the obtained replies different from the data on secondary sources, but it was also discovered that individuals referred to this survey in order to adjust the previously projected target of 60 people. However, the final result was objective due to the careful balancing of an actual survey and other secondary sources.

4 Results and Discussion

4.1 Results

We expected roughly 60 participants to respond to these questions before conducting our poll. However, there are 52 persons (86.6 percent of participants) we might approach and encourage to reply to our survey questions. All respondents are students from the University of Food Industry who are conversant with the research requirements. We separated their responses into numerous charts relating to the many subjects below so that we could learn about their behaviors, dispositions to answer research questions about the primary causes, distinctions between male and female, and their favorite brand of smartphone.

8. What are you criteria for buying a smartphone? (You can choose more than one option)

52 câu trả lời

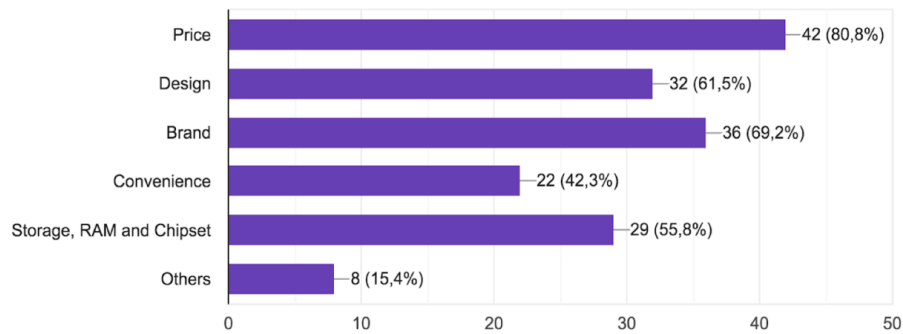


Figure 2. Result from survey - Criteria for buying a smartphone

4.1.1 Price

2. What is the total range of money can you get from your job or sponsor by your parent?

52 câu trả lời

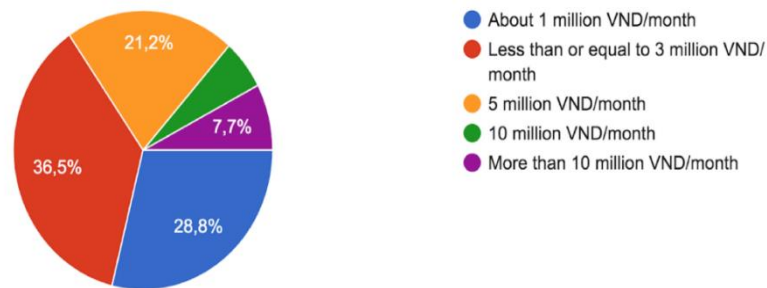


Figure 3. Result from survey - Range of money they can get monthly

3. What is the reasonable price for a student when buying a new smartphone?

52 câu trả lời

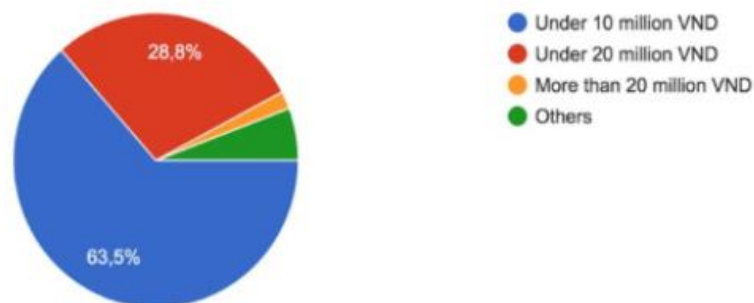


Figure 4. Result from survey - Resonsable price for student to buy a new smartphone

To begin with, when students decide to get a new smartphone, the price is the deciding factor. In terms of pricing, the majority of participants (36.5%) reported receiving less than or equivalent to 3 million for one month from their part-time employment or their parents, 21% of the population believed that the average

monthly income was \$5 million. Furthermore, only 7.7 percent earned more than \$10 million per year, while 28.8 percent earned less than \$1,000,000. As a result, more than half of the respondents (63,5%) stated that the appropriate price for them to purchase a new smart phone is less than 10 million. While 28.8 percent of students thought it was fair to buy a smartphone for less than \$20 million, the price element also had a significant impact on the choice process, as seen by the results. Price was also a prominent element that affected 80.8 percent of participants' selections. Furthermore, the column chart revealed that the majority of them (40 respondents) classified the price aspect as "agree to strongly agree" when asked whether the price influenced their decision.

4.1.2 Brand

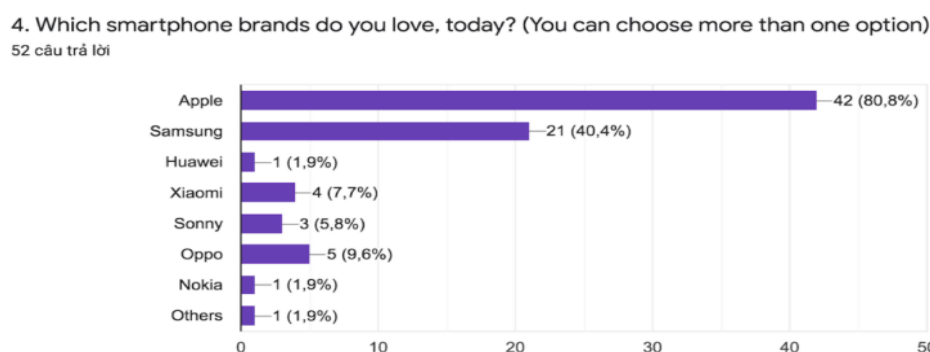


Figure 5. Result from survey - Which smartphone brands do they love today?

When asked to name a favorite brand that could be their first choice, the vast majority (69.2%) said Apple was highly regarded. Furthermore, Apple was liked by many pupils, accounting for 80 percent of people's selections when asked which companies they love today. Samsung, which has always been a formidable rival to Apple, finished second with 40.4 percent of the vote. Other companies, like Oppo, Xiaomi, and Sony, had extremely low rates. We also inquired about the brands of cellphones that students were using at the time. The result showed that 53,8% of them used Apple and the following brands were Samsung (21,2%) and Oppo (15,4%). The brand was also supposed to be considered, but it was not the main factor when the result was 69. 2% of people agreed that branding affected a student's choices. When we asked them to describe whether the brand name of a smartphone would be an essential factor for them to buy a new smartphone, the number of students who replied "Agree to Strongly agree" to that question comprised over half of the responders (28 people). And the other half of them felt neutral and disagreed with that point. For that reason, the brand was a remarkable element that affected smartphone purchasing.

5. What is the phone brand that will be your first choice when you are buying a new phone?
52 câu trả lời

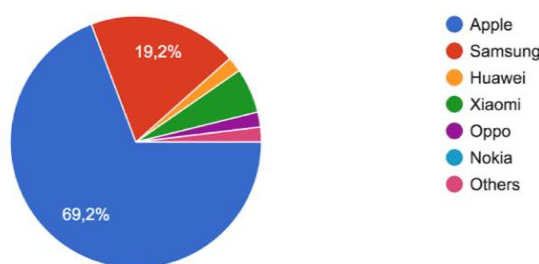


Figure 6. Result from survey - Respondent's first choice of phone brand

4.1.3 Quality of image

When questioned about the purposes of using a smartphone, the respondents provided a variety of responses. According to the results, many students (75 percent) were interested in filming or taking photographs, and the majority of them thought that multi-camera smartphones with great image quality were needed.

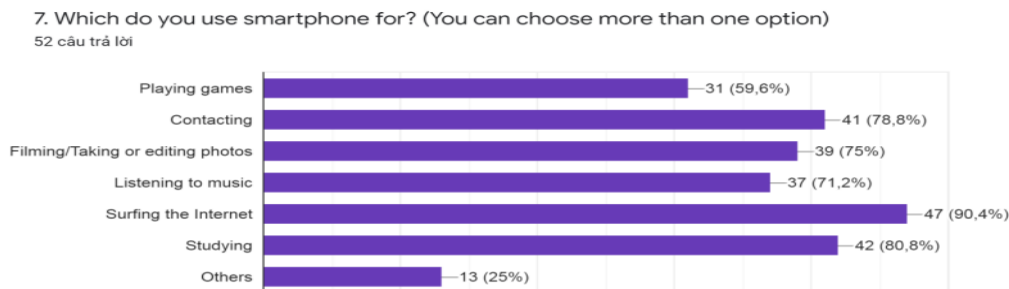


Figure 7. Result from survey – Which do they use smartphone for?

4.1.4 Other factors to consider are advertising, service warranty, reviews, and a phone brand representative.

The findings revealed that more than half of the students (30 out of 52) were unconcerned with smartphone brand advertising. However, the remaining respondents stated that the advertising had an impact on them. Furthermore, many students demonstrated that service warranty was a significant consideration with the agreement of 32 people, which may impact their judgments. According to the study, one of the most important items was other people's reviews. The majority of respondents (36 students) agreed with the reviews, which might have a significant influence on student purchase decisions.

In this day and age, when young people are heavily influenced by celebrities, who might serve as a spokesman for smartphone businesses in order to improve their brand name and persuade customers to purchase their products? The findings revealed that 23 students were directly influenced by the reps while deciding to purchase a new smartphone. And because the remaining students felt neutral (17 respondents) or disagreed (8 respondents) with the representative, they were unconcerned about who represented the brand. Furthermore, the results revealed that more students (22 felt neutral, 12 disagreed) paid little attention to the politicians even if they were facing a significant issue. As a result, the reps may have only had a minor impact on their smartphone selection.

4.1.5 The opinions of students, both male and female, on the brand of cell phones

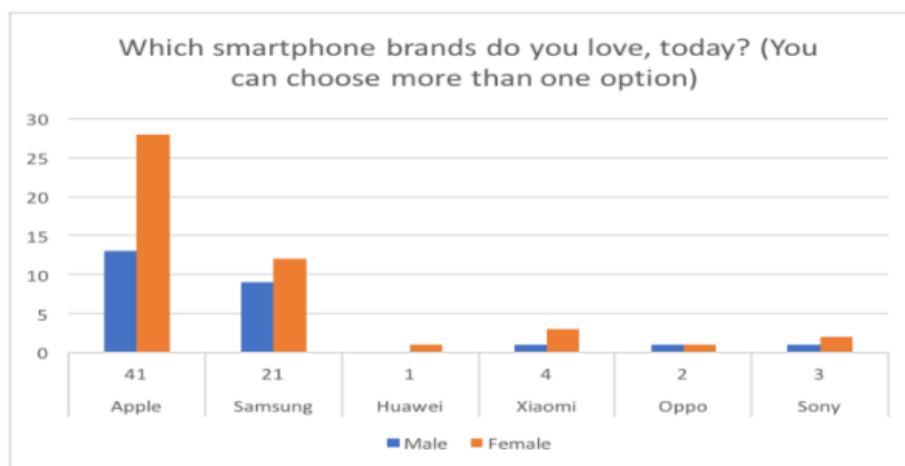


Figure 8. Result from survey – Male and female student choice on phone's brand

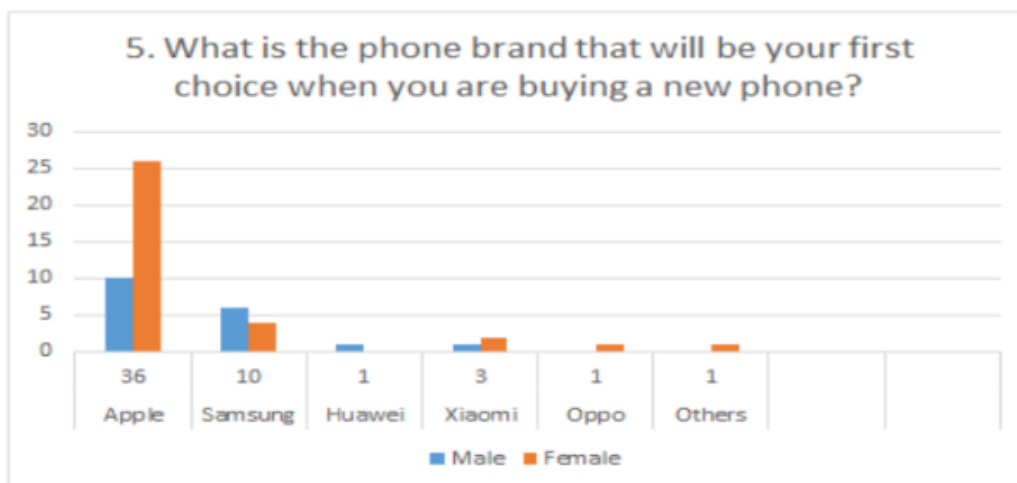


Figure 9. Result from survey - What is the phone brand that will be their first choice?

Out of 52 respondents (34 female and 18 male), 65.4 percent were college students, who made up the majority of the sample. When asked which smartphone brand was their favorite, both male and female students confirmed their interest in the Apple brand, with the official statistics indicating 28 female students and 14 male students. Samsung received the most votes, with 12 female students and 50 percent of male students voting for it. The majority of them tended to be wary of Apple, and Samsung and other competing brands were typically their first picks when looking to get a new smartphone. According to the data, half of the male students picked Apple as their top option, while 26 out of 34 female students indicated an interest in the company. The iPhone was without a doubt their top pick for both genders because of its amazing features and strong brand recognition.

Furthermore, the results showed that nearly all of them (39 respondents) were very interested in film/photo shooting features, which might help to explain why both sexes like Apple and Samsung brands due to their abundance of features that provide consumers with greater performance. When it comes to brand loyalty, 41.1 percent of the female participants and 33.3 percent of the male students strongly agreed that being a loyal consumer makes them proud. Due to this, brand loyalty may also be a component to consider in order to better understand how students behave when purchasing a new smartphone.

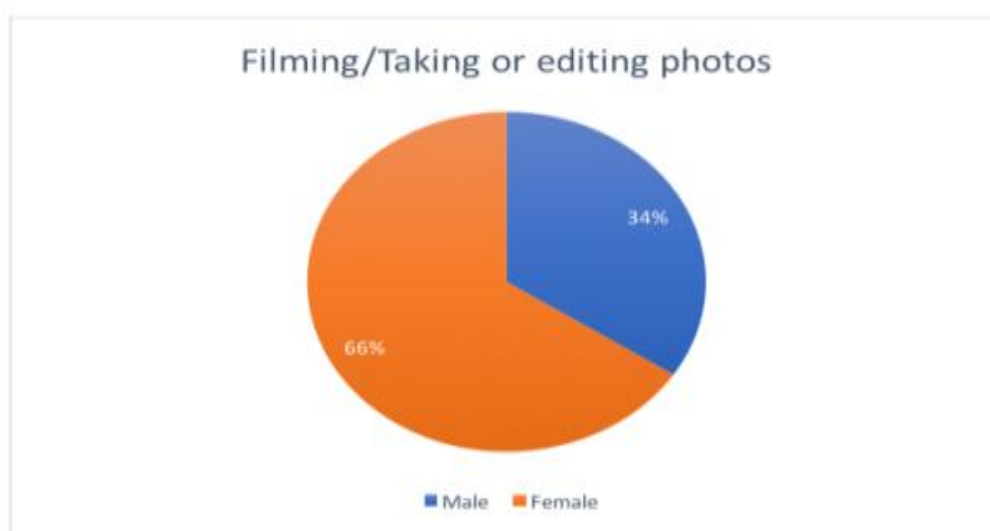


Figure 10. Result from survey - Filming/Taking or editing photos function?

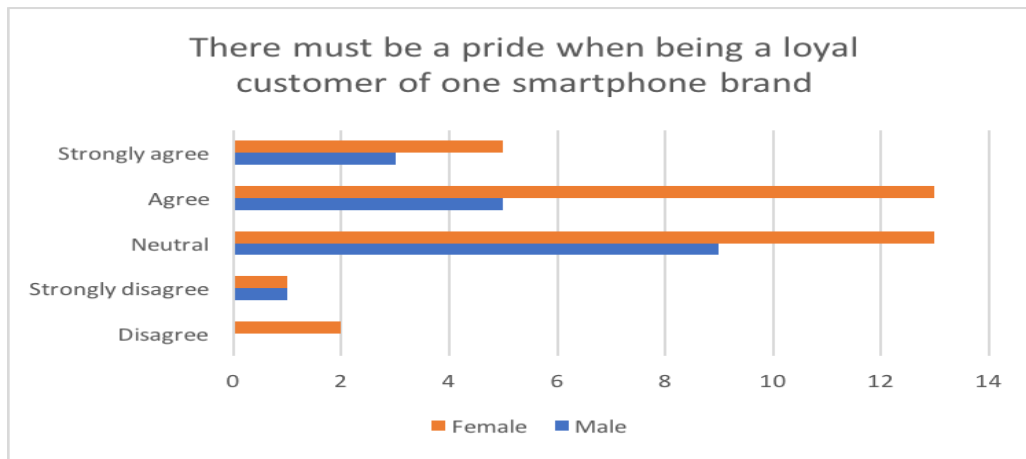


Figure 11. Result from survey – Male and female opinions about becoming a loyal customer of a phone brand

4.2 Discussion

The survey's results are both comparable to and different from those of other studies when compared to other papers. In this section, the survey results for this project are compared and discussed with the authors' viewpoints in other prior research, including the three main perspective sections described in the literature review at the beginning.

4.2.1 Discussion of the elements influencing Vietnamese students' smartphone purchase decisions

Previous research indicated that design, size, and display had a greater effect on student purchase behavior, but in this study, brand, design, and RAM/Storage/Chipset are the major elements influencing student purchasing decisions. Furthermore, as evidenced by the literature analysis, past research has indicated that females have a larger purchasing inclination than males. However, the results of this poll revealed that men are prepared to pay more than women to get a phone: just 11 out of 34 female students believe that a smartphone is worth around 20 million VND. In contrast, up to four out of eighteen male respondents in this study believe that paying less than 20 million VND for a smartphone is a decent price. This might relate to the students' gender-based behavior in this poll being comparable to those in earlier proposals.

Although the majority of 36.5 percent of respondents to this poll (32.5 percent female and 22.22 percent male) had an income of at least 3 million VND, up to 54.57 percent are prepared to buy a phone for less than 20 million VND. This study's findings support Roshotte's (2007) contention that other social elements influence customers' purchasing behavior.

4.2.2 Discussion of several elements that have a significant influence on students' decision to get a smartphone

Many previous studies indicated that high-priced items are perceived as high-quality by buyers, such as Dodd (1991), who stated that whether a smartphone is priced more or lower than a fair price, customers' intentions will alter. The instance of the Apple brand in this poll also demonstrates that students' perceptions of product pricing and quality are closely related to their behavioral decisions. According to Sharma and Verma (2018), Apple understands its consumers and knows what they truly want since consumer purchasing behavior is never straightforward. Sharma and Verma discovered that Apple was seen as not just a high-quality but also a high-resale value product. As a result, it can be deduced that in customers' subconscious, Apple is always a product that is more costly than others, but it is still an acceptable price to buy, and Apple is always perceived to be a high-quality product that is worth buying. These are extremely

close to the results of this poll, as evidenced by the fact that the majority of respondents in this study, 64 percent, will choose Apple as their first choice when asked which brand is always their first choice. According to Alshurideh (2014) and other academics, both direct and indirect marketing actions impact client behavior. However, in this study, it was surprising to discover that the audience with a neutral attitude accounted for the highest percentage, despite the fact that advertising or brand representatives had little influence on their purchasing decisions. The fraction of agreed audiences is smaller than that of neutral viewpoints. It is clear that marketing or brand representation has little effect on their purchase decisions.

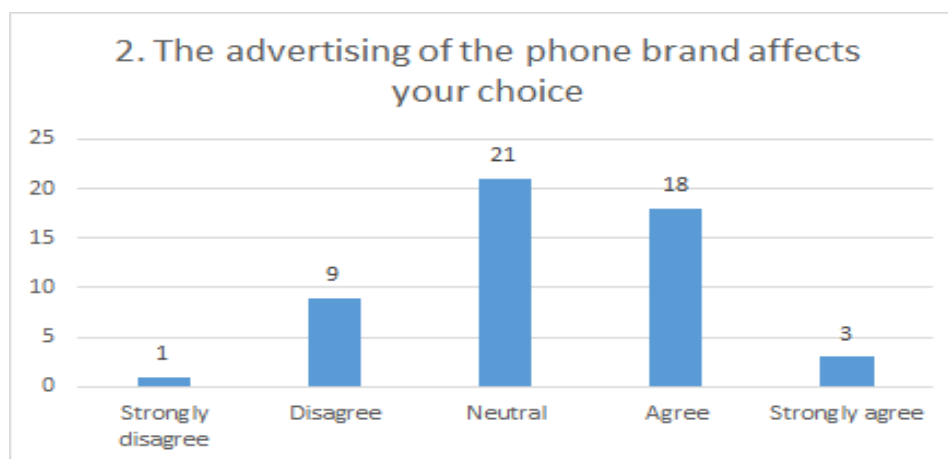


Figure 13. Result from survey – How is the advertising of phone brand can affects their choice?

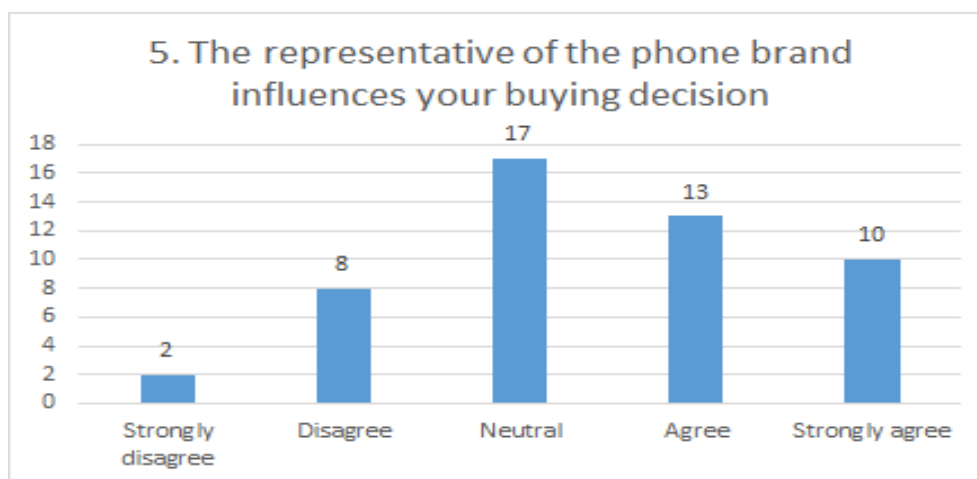


Figure 12. Result from survey - The representative of smartphone brand and degree of influences on their decisions

4.2.3 Discussion of additional variables

Other elements that may remain include convenience, self-expression demands, loyalty, social influence, the movement to purchase new versions, and so on. In his research, Lee (2017) stated that younger generations are particularly active in establishing themselves using smart phones. Other research has stated that people's purchase decisions are influenced by their drive for self-expression. In contrast, the findings of this study revealed that Vietnamese pupils do not appear to have a desire to express themselves. According to the survey results table, when asked about the case of a smartphone brand having a new product line and whether they would change to buy a new one right away or not, 28.86 percent of respondents chose "Strongly disagree," 26.92 percent chose "Disagree," and 28.86 percent chose "Neutral." It is clear that the behavior of the Vietnamese pupils differs from that of the other prior outcomes.

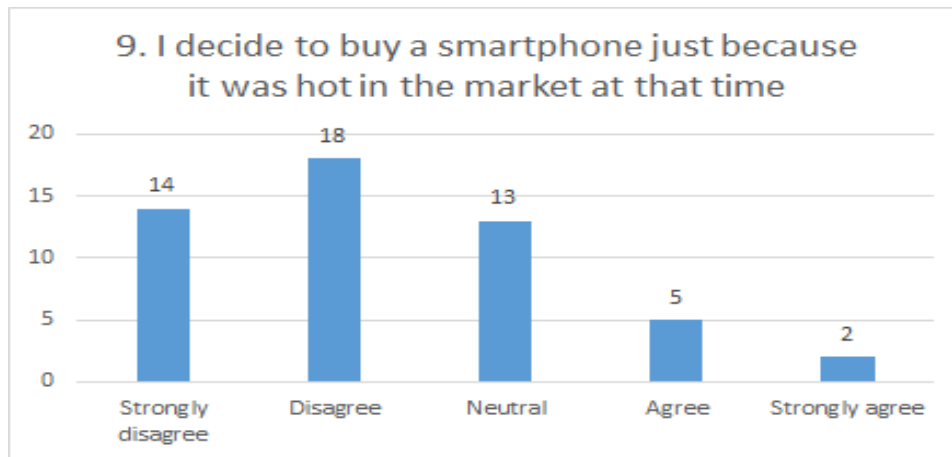


Figure 14. Result from survey – Do they decide to buy a smartphone just because it was hot in the market at that time

Because there is a link between personal income and customer loyalty, Y. Chen, T. Chen, and Lin (2016) discovered that consumers with greater incomes would have fewer reasons to change their cellphones. Furthermore, they thought that brand loyalty led to customers gladly telling others about the benefits of this brand, recommending the purchase, and repurchasing the brand when it released a new product. Our survey differs slightly in that it appears that respondents do not place a high value on being loyal clients. The question is whether people feel proud when they have the opportunity to become a brand's most devoted customer. The collected data confirmed that Vietnamese students' purchasing decisions are not heavily influenced by brand loyalty, with the most popular option being "Neutral," which received 22 student votes, and the second most popular option is "Agree," which received 18 student votes.

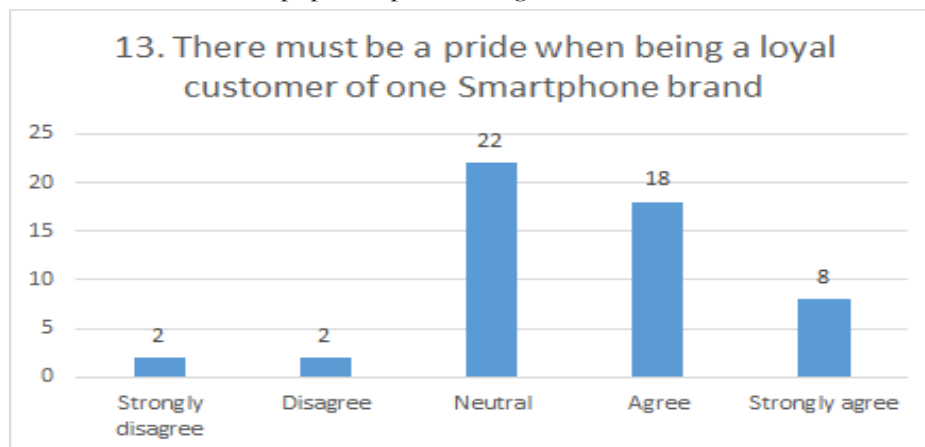


Figure 15. Result from survey – Whether they feel pride when being a loyal customer of one smartphone brand?

4.2.4 Hypothesis testing

The questionnaire answers confirmed all of the expected hypotheses. According to the data, every single aspect, including price, brand, and design, continues to play a key part in their purchase intentions, with voted ratios of 80.8 percent, 69.2 percent, and 61.5 percent, respectively. Storage, RAM, and chipset are ranked fourth in the table, with a 55.8 percent vote share. Furthermore, as discussed in the debate, the aspect of advertising does not appear to have a significant impact on students' purchasing behavior. As a result, we may agree with H1, H2, and H3 that price, brand, and design are essential factors in their judgments. However, the H4 and H5 are not to be agreed with since they aren't relevant to students because it is a low-rate vote. Many students agree in the answer chart that a multi-camera with outstanding image quality has a big effect on their judgments.

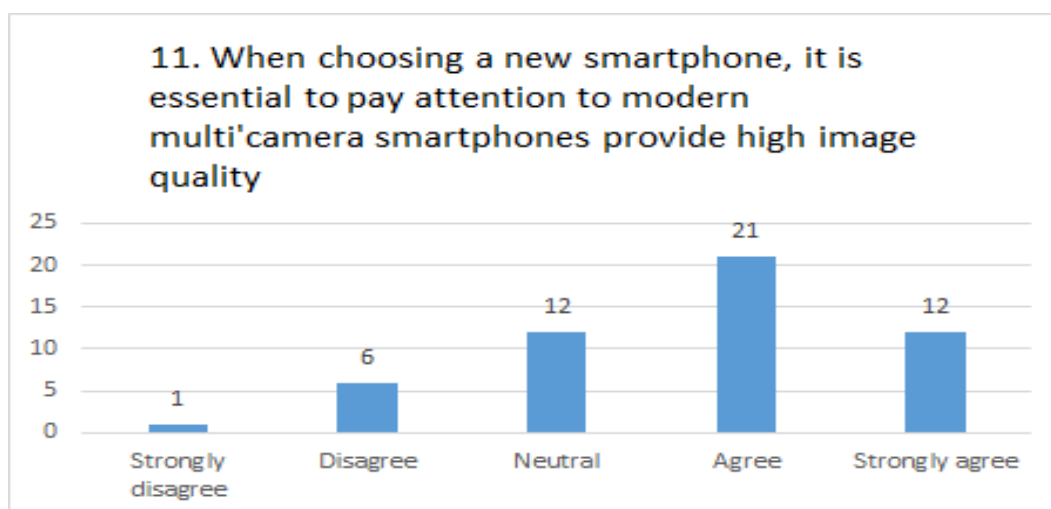


Figure 16. Result from survey – Do multi-camera provide high image quality effects their choice?

Following that, the H7 anticipated that the contact function is regarded as the most crucial necessity when students use cellphones, and the H8 theorized that male and female intentions differ. Nonetheless, as stated in the findings and discussion, the most important use of cellphones, as seen by students, is internet browsing, and there are significant disparities in male and female purchasing behavior.

5 Conclusion

Society and technology are evolving at the same time. As a result, we may expect smartphones to improve and become a more valuable part of our lives. The gadget may be used in place of a computer or laptop. People nowadays utilize cell phones as sophisticated instruments to work or rest. The necessity to utilize a phone is growing, and it is becoming a potential market in which firms must invest. The study's purpose is to discover some of the characteristics that impact student smartphone purchases. The survey elicited 52 responses from HUFU students in response to pre-designed questions. According to the poll results, certain major aspects influence smartphone purchases by HUFU University students, including technology, hardware, finance, basics, and brand. When it comes to acquiring gadgets, the poll also emphasizes the significance of technology and hardware to the younger generation. Furthermore, readers can tell the difference between males and females when it comes to acquiring cellphones. For example, men, for example, will be more concerned than women with smartphone hardware and software. For the last study question, I discovered that the majority of HUFU University students purchased Apple products. The research has genuine particular management with several third-party stakeholders in the smartphone business, including as manufacturing companies, developers, and network providers.

According to the results of the group survey, each student will have distinct consumer behaviors. Then my organization has some helpful advice for everyone in general, as well as for students in particular. To begin with, consumers do not trust ads. They always promote cellphones as a luxury item handled by celebrities in magazines and on social media. You do not make a hasty purchase selection. Because they behave in this manner, they frequently inflate and exaggerate in order to deceive consumers. Next, you do not buy a thing because you are loyal to it, certain global technological brands, such as Apple, Samsung, and Huawei. They frequently demonstrate how fantastic all cellphones are with the most recent improvements. However, you should not limit yourself to a single brand. Consider various production firms so that you have a variety of options. Finally, you do not buy unless you know what your priorities are. This might be a significant milestone for a variety of reasons. For example, if you enjoy taking photographs, you should avoid

smartphones with low-quality camera systems. Alternatively, if you are not frequently at home, you might choose a device with a high-quality battery. To have rational purchasing behavior, you must first understand your specific demands.

Manufacturers rely on the research table that indicates the consumption level, priority considerations, and consumer assessments of the product to build different sorts of goods for smartphone firms and manufacturers. Smartphones are suitable for all sorts of consumers since they boost product quality and production rates. It is feasible for software and accessory producers to identify the product's strengths and flaws in order to edit and develop it further.

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