DETERMINANTS OF PURCHASE INTENTION OF SMARTPHONES AMONG MBA STUDENTS AT FOREIGN-AFFILIATED UNIVERSITIES IN KATHMANDU

By

Shristi Hirachan

LUC Registration No: LC00015001270

A Graduate Research Report submitted in partial fulfillment of the requirement for the degree of

MASTER OF BUSINESS ADMINISTRATION

At the

Lincoln International College of Management and IT

Lincoln University College

Faculty of Business and Accountancy

Kathmandu, Nepal

March, 2023

RECOMMENDATION

This is to certify that the Graduation Research Project Report

Submitted by:

Shristi Hirachan

Entitled:

DETERMINANTS OF PURCHASE INTENTION OF SMARTPHONES AMONG MBA STUDENTS AT FOREIGN-AFFILIATED UNIVERSITIES IN KATHMANDU

has been prepared as approved by this program in the prescribed format of the Faculty of Business and Accountancy, Lincoln University College. This Graduation Research Project is forwarded for examination.

Graduation Research Project Supervisor

Satyendra Upreti

…….

Date:

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Lincoln International College of Management and IT, **Lincoln University College**, a Graduation Research Project (GRP) report submitted by **Shristi Hirachan** entitled **"Determinants of Purchase Intention of smartphones among MBA students at Foreign-affiliated Universities in Kathmandu"**, in partial fulfillment of the requirements for the award of the degree of Master in Business Administration of Lincoln University College.

_____

GRP Supervisor

Satyendra Upreti

_____

External Examiner

Prof. Dr. Achyut Gyawali

_____

Graduate Research Committee Chairman

Prof. Dr. Mahendra Pd. Shrestha

_____

Director, Lincoln International College of Management and IT

Satyendra Upreti

Date:

DECLARATION OF AUTHENTICITY

I, the undersigned declare that this project entitled "**Determinants of Purchase Intention of smartphones among MBA students at Foreign-affiliated Universities in Kathmandu**" is a result of my original study. It has not been previously submitted to any other university or any other examination(s).

Signature,

_____

Shristi Hirachan

MBA September 2020

LC Number: LC00015001270

Lincoln International College of Management & IT

ACKNOWLEDGEMENTS

This research would not have been possible without the contribution and assistance of others. It is my radiant sentiment to convey my sincere gratitude to Lincoln University College for providing this opportunity to carry out this research project as part of my MBA course requirement. It is very pragmatic and allowed me to develop my research skills. I thank the Management of Lincoln International College for guiding me and cooperating greatly in making this research project a successful and fruitful one. I express my gratitude to my supervisor Mr. Satyendra Upreti for his readiness and enthusiasm in helping me whenever I faced any obstacles and for his continuous support and constructive criticisms.

Moreover, I would like to thank all the respondents who took out the time to fill the questionnaire and helped me to complete this research. I am also thankful to all the seniors and friends who contributed directly and indirectly to the completion of this study.

Lastly, I would like to thank my family for their immense support regarding the MBA program and this research as well as my classmates for sharing their experiences, ideas, and time, especially during this research project.

Sincerely,

Shristi Hirachan

EXECUTIVE SUMMARY

The use of smartphones among MBA students has become increasingly prevalent in recent years. These students rely on smartphones for a variety of tasks related to their studies. They use smartphones for communication with their colleagues, and professors and to collaborate on group projects. It is also used to access online resources such as academic journals, articles, and e-books. MBA students also use their smartphones for entertainment purposes such as social media, watching movies, and playing games.

This study entitles" Determinants of Purchase Intention of smartphones among MBA students at Foreign-Affiliated Universities in Kathmandu" has been conducted with the aim to identify the key determinants that influence the decision of MBA students to purchase a smartphone. The study employs a quantitative research approach, using a survey questionnaire to collect data from a sample of MBA students at Foreign-affiliated Universities in Kathmandu.

The first chapter of this report consists of the background of the study, the problem statement, purpose of the study, research questions. Various hypotheses has been formulated the rationale of the study is also mentioned in this chapter along with the limitations of the study. An outline of the study is also presented.

The second chapter includes the literature review of many studies, the conceptual framework is also stated. The dependent and independent variables have been defined and the research gaps have also been mentioned.

The third chapter mentions the research design, the population and the sample size on which the research is done has been mentioned, the sampling method is also stated. Information on the data collection and analysis along with the validity and reliability

The fourth chapter deals with the results and discussions of the studies where the data has been analyzed using various statistical tools and techniques.

The fifth chapter provides the summary of the report with appropriate conclusions and its implications.

.

TABLE OF CONTENTS

CHAPTER III: RESEARCH DESIGN AND METHODOLOGY

CHAPTER IV: RESULTS AND DISCUSSION

LIST OF FIGURES

LIST OF TABLES

LIST OF ACRONYMS

MBA : Master of Business Administration

iOS : iPhone Operating System

SPSS : Statistical Package for the Social Sciences

GPS : Global Positioning System

SPC : Simon Personal Communicator

et.al : And Others

ANOVA : Analysis of Variance

CHAPTER I
INTRODUCTION

1.1 Background of the study

A smartphone can be defined as a handheld electronic device that connects to a cellular network. One of the world's fastest-distributing communication technologies is the smartphone, which offers rapid connectivity and information access (Chan, 2015). A smartphone is a cellular phone with a built-in computer and other functions such as an operating system (Apple's iOS, Microsoft's Windows, Google's Android, and Nokia's Symbian, etc.), web browsing, and support of various kinds of applications that were not previously found in phones. In 1994, IBM first bought smartphones for the public, it was called the Simon Personal Communicator (SPC). The smartphone contained a variety of features that would subsequently be found on every smartphone, despite not being particularly compact and sleek. But since then various other businesses have joined the market.

Smartphones today enable users to surf the internet, play games, and send texts in addition to making phone calls and sending emails, even though their primary purpose was to enable phone and email communication. Smartphones include large touch screens with high resolution, cameras, and a variety of features and applications. People use their smartphones for internet browsing, social networking, emails, online shopping, navigation, and a variety of other activities (Nagarkoti, 2003). People's lives have been made easier in some way by these features and applications on smartphones, whether it's in their daily lives, at work, or for leisure.

The ability to call and talk right away, send SMS, help business people schedule tasks and meetings, act as a navigation system (GPS), provide access to the internet, entertainment, download applications, store data, and even help in legal matters like tracking criminals using tracking systems are just a few of the many advantages that smartphones have brought to society (Ling, Lang, Fong, & Perinpajothi, 2001). A smartphone was used by one out of every four people, according to a 2012 Google survey that was done in 40 markets. Younger generations led the way in embracing and using smartphones, but older generations are slowly catching up. (Google Consumer Barometer, 2016).

The majority of individuals across the globe have now adopted smartphones worldwide, and they are becoming an essential part of everyone's everyday existence. New information and communication technologies continue to permeate nations all over the world as more people get connected. The modern consumer is digitally savvy and investigates the features and technical characteristics of mobile phones before making a purchase (Jha & Nanda, 2017).

Due to the constantly shifting demands and preferences of consumers, mobile phone development has a long history of invention and breakthroughs. In terms of household adoption rates of any technology in the modern era, mobile phone gadgets have one of the highest rates among these advancements (Comer and Wikle, 2008). The top eight smartphone brands had two-thirds of the global smartphone market share, with 1.57 billion handsets expected to be shipped in 2022 (O'Dea, 2021). The top-selling smartphone brands in the first quarter of 2015 were Samsung, Apple, and Microsoft. But as of the second quarter of 2021, Samsung had the most smartphone unit sales, taking the top spot in the market (Gartner, 2021).

Compared to the rest of the globe, GSM in Nepal is very new. With the change from voice to data as evidenced by the rest of the world, Nepal has seen an exponential rise in GMS usage along with digital business & marketplace with more entrepreneurship booming. The number of smartphone users is increasing in number as lots of consumers are purchasing smartphones for a variety of reasons. The rise in the internet, social media, various forms of content consumption, etc. have also pushed consumers to purchase a mobile phone. These days there are many companies introducing affordable smartphones with many features that were only seen in flagship phones before. Hence it has become easier for consumers to purchase a smartphone.

Consumer behavior, attitudes, and expectations are all related to purchasing intention. Consumers can view and evaluate each product individually based on their purchasing behavior. The product's price, perceived quality, and perceived worth can all have an impact on the choice to buy (Rai, 2020). When customers are purchasing goods and services, they are impacted by internal and external forces (Gogoi, 2013). Though the use of smartphones is increasing, the understanding of customer behavior regarding

smartphone purchases is limited. There are various factors that affect the purchase intention in the smartphone market.

As such the intent of this study is to pinpoint the determinants of the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu. The success of new product creation depends on understanding how essential these aspects are in influencing customer's purchase choices. Marketers will be better able to control and sway consumers' evaluations and perceptions of the offering if they are aware of the criteria that are utilized to evaluate the product.

1.2 Problem Statement

When a buyer decides to purchase anything, their decision-making process begins with determining a need, generating choices, and then narrowing them down to a specific brand and product. Consumers of today are impacted by a wide range of factors, all of which have an impact on the choice they ultimately make. This study seeks to investigate the various determinants of the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu. Companies need to understand how consumers decide whether or not to buy the smartphones made by their company.

Despite having a vast range of options available to them, MBA students are nonetheless influenced by a number of factors. There haven't been many recent studies done on this subject. Therefore, this study seeks to explore and evaluate the determinants of the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu and their considerations when deciding whether or not to purchase a particular smartphone.

1.3 Purpose of the study

The general purpose of this study is to analyze the various determinants of the purchase intention of smartphones for MBA students studying at foreign-affiliated universities in Kathmandu.

The specific purposes of this study are as follows,

i) To identify the effect of product features, brand image, product price, and social influences on the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu.
ii) To examine the relationship between product features, brand image, product price, social influences, and the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu.
iii) To examine which determinant has the most effect on the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu.

1.4 Research Questions

The goal of this research was to assess the various determinants of the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu. On the basis of research goals and the review of the literature and to gain insights into the topic in accomplishing the research objectives, several research questions are formed. This research study seeks an answer to the following questions,

i) What effects do product features, brand image, product price, and social influences have on the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu?
ii) Which determinant has the most effect on the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu?
iii) Is there any relation between product features, brand image, product price, social influences, and the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu?

1.5 Research Hypothesis

The following set of hypotheses has been formulated which will be tested in this study to achieve the objectives. The research hypotheses of this study are as follows,

H1: There is a significant relationship between Product features and Purchase Intention.

H2: There is a significant relationship between Brand Image and Purchase Intention

H3: There is a significant relationship between Product Price and Purchase Intention.

H4: There is a significant relationship between Social Influences and Purchase Intention.

H5: There is a significant impact between Product Features and Purchase Intention.

H6: There is a significant impact between Brand Image and Purchase Intention.

H7: There is a significant impact between Product Price and Purchase Intention.

H8: There is a significant impact between Social Influences and Purchase Intention.

1.6 Rationale of the study

In recent times the many technological advancements and the availability of smartphones with many features that were only seen in premium smartphones before have changed the way consumers intend to purchase a smartphone. Consumers nowadays are influenced by a wide range of factors that influence their intentions. This study will greatly contribute to better concepts for businesses to understand the various determinants of the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu. Smartphone companies may also learn more about what motivates people to buy smartphones and how various aspects contribute to their intentions.

Furthermore, this research can also be used for further studies with larger sample sizes and the addition of more variables in the future.

1.7 Limitations of the study

The following significant limitations have been noted despite continued efforts to draw significant conclusions from the study.

i) The study is mainly focused on MBA students studying at foreign-affiliated universities in Kathmandu. The findings may not be generalizable to other populations or regions.
ii) The study may use a limited number of variables to examine the purchase intention of smartphones among MBA students studying at foreign-affiliated universities in Kathmandu, which may not fully capture the complexity of the phenomenon.
iii) The study may not take into account the changes in the market and student's preferences over time.

1.8 Outline of the Study

The five chapters that make up this study are the Introduction, Literature Review and Conceptual Framework, Research Design and Methodology, Results and Discussion, Summary and conclusion.

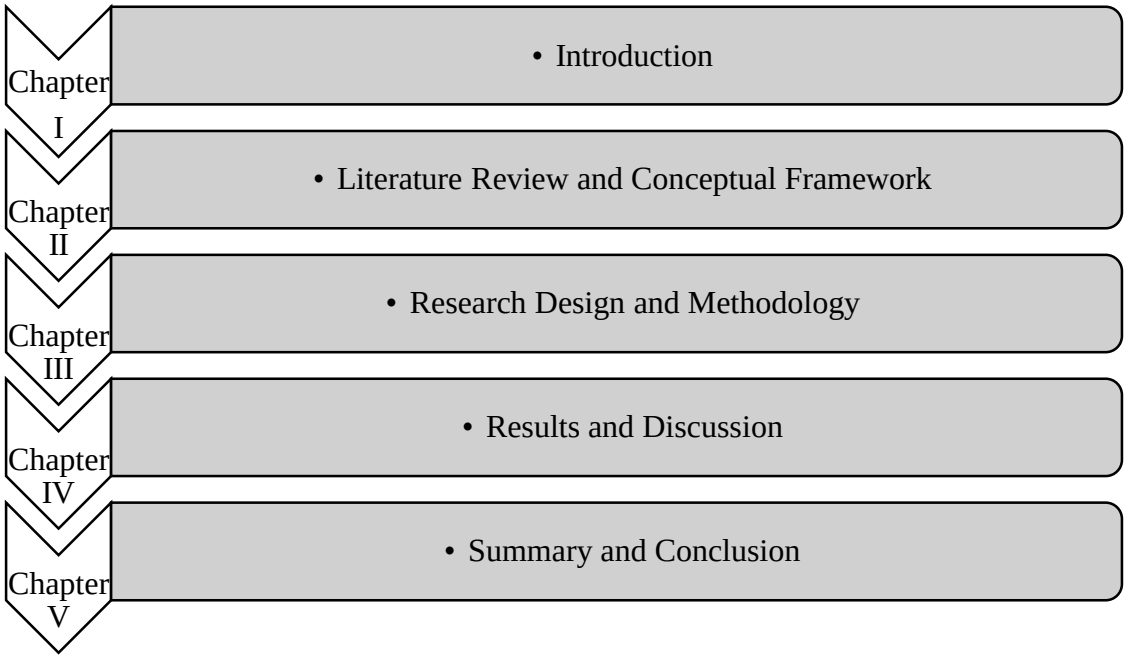

Figure 1: Outline of the Study

Chapter I: Introduction

This chapter deals with the background of the study, problem statement, purpose of the study, research questions, research hypotheses, rationale of the study, limitations of the study, outline of the study.

Chapter II: Literature Review and Conceptual Framework

This chapter deals with the Literature review, conceptual framework, and definition of the dependent and independent variables, and the research gap.

Chapter III: Research Design and Methodology

This chapter deals with the research design, population and sample size, sampling method, data collection and analysis and validity and reliability.

Chapter IV: Results and Discussion

This chapter describes the results from the analysis of the data and also states discussion of the study. The hypothesis formed have been tested to see if they are true or not.

Chapter V: Summary and Conclusion

This chapter states the summary of the entire report. The appropriate conclusions have been derived by looking at the results and the implications of the study has been mentioned.

CHAPTER II
LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 Literature Review

The goal of a literature review is to examine the key elements of existing knowledge, such as significant discoveries as well as theoretical and methodological contributions to the research topic at hand. Other than that, literature reviews, sometimes referred to as secondary sources, simply present material from already conducted research and do not present any fresh or original findings.

The following studies were reviewed for this study,

Trivedi and Raval (2016) conducted research on consumer buying intentions toward smartphones. They developed a conceptual framework with the goals of examining the various factors influencing customers' buying intentions toward smartphones and identifying the critical drivers of smartphone adoption. The results demonstrated that product features, brand name, price, social influence, and convenience had a favorable impact on consumers' purchase intentions, and smartphone marketers should take these elements into consideration while selling smartphones.

Goh, Jiang, and Tee (2016) carried out a research on the impact of brand trust, self-image congruence, and usage satisfaction toward smartphone repurchase intentions among Malaysia's Gen Y consumers with the aim of examining the subjective factors. These factors included brand trust, self-image congruence, and usage satisfaction toward smartphone repurchase intentions. A total of 182 samples from smartphone users were collected. Most of the respondents had recently bought smartphones, and many of them were frequent users of text messaging and other smartphone applications. The findings indicated that self-image congruence, followed by user satisfaction and brand trust, are the primary drivers of repeat smartphone purchases.

Akkucuk and Esmaeili (2016) performed research on smartphone buyers. In order to understand the driving forces behind smartphone purchases and how smartphone brands can affect consumers' purchasing decisions, 171 smartphone users completed a questionnaire for the study between December 2015 and March 2016. The research was

completed using both primary and secondary sources. The consumers were selected using the convenience sampling technique. Google-created online data collection forms were used to administer the survey. The majority of responders were university students in Turkey's Istanbul region. The data were analyzed using the SPSS program. Data analysis was done using the SPSS program. The following methods were employed: frequencies, cross-tabulation, correlation, and approximate regression analysis. The factor loadings were calculated using the Factor option in SPSS.

According to the findings, brand awareness and brand loyalty were the main factors influencing the majority of customer's purchasing decisions. In terms of influencing consumer behavior regarding brand association, the brand name and brand logo had been more successful. Brand loyalty and brand awareness seemed to have a bigger impact on consumers' buying decisions than perceived quality and brand association. There was no direct or significant impact of these two factors on brand equity.

Harun, Soon, Kassian, and Sulong (2015) performed study on smartphone dependency and its effects on purchasing behavior. In order to understand the causes and effects of smartphone dependency among smartphone users. The respondents who own and use smartphones were divided into 260 samples. People who were at least 18 years old made up the majority of the sample. Smart Partial Least Square 2.0 was used to analyze the research's data. 226 valid questionnaires that were obtained from smartphone users served as the foundation for data analyses. The outcome demonstrated that social need and social influence strongly influenced consumer dependence, showing that these two aspects are crucial in influencing smartphone dependence.

Yee, Siewand Fah (2013) conducted research on variables influencing Smartphone buying choices among Malaysian Generation Y in order to explore the purchasing decisions of Malaysian Y with regard to brand concern, convenience concern, dependency concern, price concern, product feature concern, and social influence concern. The study's conclusion had been reached using both primary and secondary data. The distribution of self-administered questionnaires, both physically and electronically, was used to collect primary data. Respondents were chosen at random from the desired group in a suitable non-probability random sampling procedure. In total, 125 samples were taken from the Malaysian Klang Valley. For secondary

research, the material was gathered through a review of the literature and from a variety of sources, including Google Scholar, an index of open-access journals, and Emerald. The results showed a substantial association between every variable and the purchasing decision.

The study revealed that Malaysian Generation Y smartphone users strongly considered product features concern when choosing which smartphones to buy. Convenience is the second factor to consider whereas the brand is the third consideration. These three variables were thought to have a significant impact on them. Customers did not place much importance on a smartphone's price, making it the final factor to be taken into account. This suggests that if a smartphone provider could offer a product with excellent features, users would buy it even if the price was higher.

Malviya, Saluja, and Thakur (2013) did a research study on the factors influencing consumer purchase decisions for smartphones in Indore. They sought to explain the relationship between the four independent factors i.e. price, brand name, features, and social influences on consumers' purchase decisions for smartphones. The research was exploratory in nature, and the primary sources of data for it were articles, earlier journals, publications, etc.

The primary data were gathered using a practical sample of adult respondents from various socioeconomic and age groups. The mentioned strata were represented by a sample of 250 respondents. With the use of SPSS, the data were analyzed and translated using the chi-square test, reliability test, and factor analysis.

The results demonstrated that Indore residents were purchasing smartphones at any price. Consumers in Indore were heavily influenced by additional aspects such as brand, social image, technology, and durability while making purchasing selections. But they did not pay much attention to the price of smartphones.

Suki (2013) undertook a research on students' demand for smartphones with the goal of examining the structural links between product attributes, brand name, price, and social influence with regard to demand for smartphones among Malaysian students. The information was gathered from 320 legitimate, pre-screened university students at a public institution of higher learning in Labun, Federal Territory, Malaysia. The study

model was tested against a structured questionnaire utilizing structural equation modeling, which had closed-ended questions and an easy sampling method. The results demonstrated that brand recognition and social influence have an impact on the rising demand for smartphones among Malaysian students.

Subramanyam and Venkateswarlu (2012) conducted a study on the variables impacting mobile phone purchaser behavior in the Kadapa district of India. The research was carried out with the goal to understand how the various types of marketing strategies affect consumers' purchasing decisions, researchers looked at the many sorts of marketing strategies used by the market to capture consumers' attention and cognition. The findings showed that factors influencing whether a person owns a mobile phone include income, advertising, and the educational attainment of the family.

Md. Rakibul Hafiz Khan Rakib, Shah Alam Kabir Pramanik, Md. Al Amran, Md. Nurnobi Islam, Md. Omar Faruk Sarker (2022) did research on Factors affecting young customer’s smartphone purchase intention during the Covid-19 pandemic. The study was conducted in the northern region of Bangladesh only. The responses were collected from a total of 350 young respondents (aged between 15 to 30 years) from different parts of the Rangpur region by using a self-administered questionnaire.

The result showed that customers are more aware of a particular brand’s image, the recognition of the brand, past use experience of brands, and consider the country of origin of the brand before purchasing it. Product price also has a significant influence on the purchase intention of smartphones of the northern regional customers in Bangladesh. The result shows that customers are much aware of a particular brand’s price and sometimes search for the comparative price before purchasing it.

There was no significant impact of social influence found on young customers when they are intending to purchase a smartphone. But sometimes, customers try to consult with their friends or peers before going to purchase a smartphone. If the product gives more attributes and up-to-date features, customer’s purchase intention towards the brand will rise.

Stoica, Veghes, and Orzan (2015) conducted a study on statistical exploratory marketing research on Romanian consumer behavior about cellphones in order to examine the influence felt by consumers whenever they purchased or intended to purchase a smartphone. The purpose of the study was to identify the respondents who had smartphones, the brand they used, the reason they purchased them, the selection criteria they used to choose a smartphone, as well as other details like demographics. In addition to the non-probabilistic snowball sampling technique, online invitations were also utilized. Email invitations were sent using the eSurveysPro platform to a database of student representatives. Participants were obliged to post the questionnaire link on Facebook and the email invitation contained an active link. Primary and secondary data had both been used to achieve the goals. Data analysis techniques included univariate and bivariate analysis.

86% of respondents believed that pricing has a significant impact on their decision to buy a smartphone, while 59% of respondents agreed that smartphones must have an appealing design. In terms of brand awareness, the respondents were quite familiar with Apple in contrast to the brand they use, which is Nokia, followed by Samsung, and then Apple. Because respondents were frequent online users and could find comparative information there, price played a significant part in their purchasing decisions.

Sainy (2015) published a paper in which she examined the effects of gender-specific demographic variables on Indian society in order to further our understanding of the factors influencing the buying behavior of young people in central India, 208 MBA students from the B School, Indore, were given a standardized questionnaire to complete. The data gathered was examined using the factor analysis method. The level of internal consistency was even tested using the Cronbach alpha method, and the result was 0.7, which is a respectable mark. The result thus demonstrated that there are five factors that influence consumer buying behavior, namely product characteristics, brand name, pricing of the product, social influence, and demand for the product. It also demonstrates that business school students are likely to purchase a smart phone. The result also demonstrated that there was no discernible difference between B school students who bought a smartphone based on gender.

Sata (2013) conducted a research on the factors affecting consumer buying behavior for mobile phone devices. Investigating the factors affecting mobile phone purchases in Hawassa town was the purpose of the study. Using a straightforward random sampling technique, 246 consumers were included in the sample. The research included both primary and secondary data, and the six factors—price, social influence, product features, brand name, durability, and after-sale services—were examined using the regression and correlation approach. The findings indicated that price was the main factor in choosing a mobile phone, and that features included in a mobile handset were the second most significant factor. The durability of the handset and brand name are also correlated. Social influences and resale value are the only factors that don't affect the purchase decision.

Das (2012) had done research on an empirical study of factors influencing buying behavior of youth consumers towards mobile handsets: a case study in costal districts of Odisha. The objective of the research was to pinpoint the factors that influence consumer behavior while they are considering buying a mobile handset. Random sampling was employed to collect 1200 samples from Odisha's 11 coastal districts. With the aid of statistical techniques like percentage, chi square test, and t-test model, the acquired data were analyzed. The research revealed that advertisements, a wide range of possible uses, low maintenance costs, newly added features, price discounts and free accessories are the key factors influencing purchase decision of mobile handset. Advertisement plays most prominent role in buying decision of mobile handset in the costal districts of Odisha.

Singh and Goyal (2009) conducted a research on the mobile handset purchasing behavior of various age and gender groups in India. The purpose of the research was to determine the variations in the factors considered important by these groups when purchasing mobile handsets. The results showed that young adults aged 18-30 years put less emphasis on price compared to other age groups and place more importance on physical appearance, brand, value-added features, and core technical features. In contrast, consumers over the age of 50 place more importance on price. The study found significant differences between the different age groups in terms of the importance

placed on all factors, with the exception of post-purchase services, and there were also differences based on gender.

A-Qader and Omar (2012) conducted a study on the influence of affective brand experience dimension on brand equity of the smartphone millennial users in Malaysia to determine the strength of affective brand experience dimension and how it affects brand equity of smartphone users in Malaysia. Full-time undergraduate students at four public universities in Malaysia's northern area received a total of 450 surveys. To examine the impact of the affective brand experience dimension on brand equity, data were analyzed using PLS-SEM. The study's findings demonstrated that affective brand experience, which includes customers' inner feelings and emotions, had a significant impact on Malaysia's millennial smartphone users. It shows that respondents have strong feelings and emotions when they reveal how much they enjoy using their smartphone brand because it affects their feelings, they have fun using it, and they are proud of their brand.

Malasi (2012) examined at how product characteristics affected Kenyan undergraduate university students' preferences for mobile phones. The study found that the undergraduate students' preferences for mobile phones are influenced by a variety of product features. Numerous facets of a product's and brand's features were taken into account, including color schemes, clearly visible name labels, a variety of mobile phone models, packaging for safety, consumer knowledge of safety issues, and the phone's appearance and design. To choose the components of the population, the study used a stratified sampling method. Through the use of a questionnaire, primary data was gathered, and SPSS was used to analyze it. The study's findings indicated that these attributes significantly influenced the students' choice of mobile phone. The attributes of a product and brand are very essential to consumers.

Mazzoni, Castaldi and Addeo (2007), performed a research on consumer behavior in the Italian mobile telecommunication market with a purpose to better understand the characteristics of cell phone consumers in Italy. For the data analysis, both quantitative and qualitative methods were employed. 1067 Italian people between the ages of 14 and 65 made up the sample size. Proportional stratified random sampling was used for

the sampling method. The strata were created while taking into account how the Italian population was split up by location, gender, and age. To gather data, a focus group, pre-test, and CATI survey were conducted. Utilizing concurrently three sets of variables—consumer/user lifestyle, use motivation, and product/service attributes—a multidimensional segmentation approach was used. The database underwent factor and cluster analysis.

Three user categories were determined as a result of the research, each with its own unique combination of the segmentation variables-consumer/user lifestyle, use motivation, and product/service attributes. The companies had to cater to a number of extremely distinct consumer niches.

Li and Li (2010) did a research on the psychological factors influencing college students' consumption of mobile phone in west China. In 2010, Li and Li performed study on the psychological factors influencing mobile phone use among college students in west China. The objective was to discover the psychological factors that influence consumers' decisions to purchase mobile handsets. The social attribute, coherence, novelty, and reliability are the influencing factors. A questionnaire survey method was utilized, and relative data was used to create a model that distinguishes between mobile phones with various costs and the various criteria that consumers take into account when making mobile phone purchases. The individuality of college students also played a role in the purchasing of the mobile device to some extent.

Hong et al (2014) using the Technology Acceptance Model (TAM) to explore the impact of perceived usefulness and perceived ease of use on purchase intention of smartphones among working professionals in Malaysia, it was hypothesized that perceived usefulness and perceived ease of use have a direct effect on purchase intention. The study hypothesized that these factors would have a significant impact on purchase intention, but the hypothesis regarding perceived usefulness was not supported as it was found to not have a direct effect on purchase intention. However, it was found to have a significant impact on consumer perceived value. On the other hand, perceived ease of use was not found to have a direct effect on purchase intention, but it was found to have a significant impact on consumer perceived value among Malaysian working professionals.

2.2 Review of Theories

Many theories that support our study has been mentioned in this section. The discussion of the said theories is mentioned below

1. Social Identity Theory

The concept of social identity introduced by Tajfel and Turner in 1979, and it explains how members of specific social groups must adhere to all group rules to prevent discrimination pertaining to social identity

The concept of social identity refers to how members of a given social group categorize themselves in order to either conform to group standards or take actions that may be advantageous to the group. Turner and Tajfel stated that a person's categorization of themselves as a member of the group was sufficient for them to exhibit in-group favoritism (Jane & Peter, 2000; Abrams, 1992).

If the majority of a certain social group's members adopted smartphones, the individual who had not yet adopted one would think about doing so because they wanted to be included in that group and feel like a part of them. (Jane & Peter, 2000; Abrams, 1992).

2. Diffusion of Innovations Theory

The Diffusion of Innovations Theory explains why consumers in a specific cultural structure will adopt a new product. The four steps of knowledge, persuasion, decision, and confirmation are used to persuade consumers to adopt or reject a certain new product (Rogers E., 1995; Fliegel, Frederick, & Joseph, 1966).

All the elements that might have an impact on how readily consumers adopt new products are included in persuasion. All the factors were categorized as perceived qualities of innovations or qualities of products, which include relative advantage, trial ability, compatibility, complexity, etc. According to Rogers E., 1995; Assael, 1992; Gatignon & Robertson, A propositional inventory for new diffusion research, 1985, it may also be impacted by the sources of communication.

Purchase intention can also be thought of as the same level as willingness to purchase a product; it typically needs to be followed by ability to purchase, and both work together to create demand for the new product. In the end, those factors in perceived characteristics of innovations will affect purchase intention (Rogers E., 1995; Fliegel, Frederick, & Joseph, 1966).

2.3 Conceptual Framework

The relationship between independent variables and dependent variables is established using a conceptual framework. It is applied to conceptual distinction and idea organization. Strong conceptual frameworks effectively represent something real in a way that is simple to recall and then use.

The conceptual framework developed by Md. Rakibul Hafiz Khan Rakib, Shah Alam Kabir Pramanik, Md. Al Amran, Md. Nurnobi Islam, Md. Omar Faruk Sarker has been used for this research.

The conceptual framework for this research is,

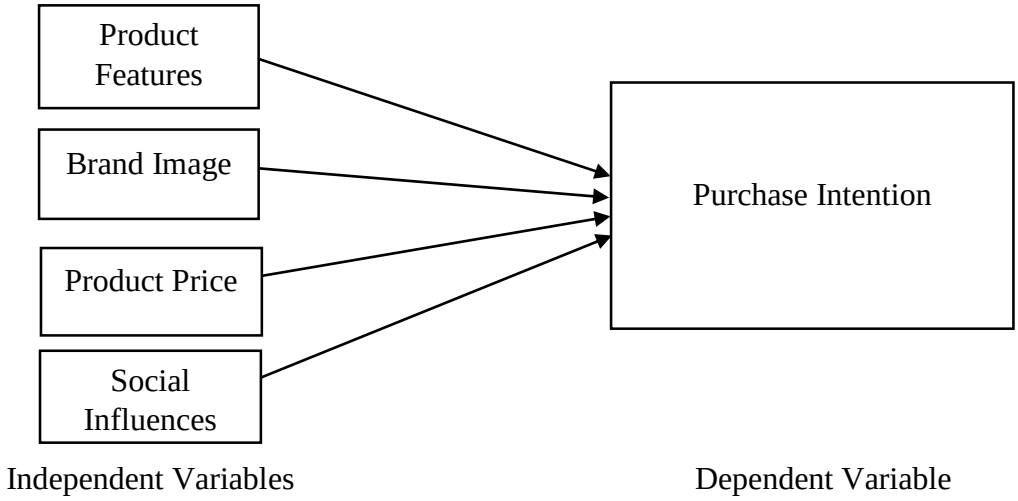

Figure 2: Conceptual Framework

(Adapted from Rakib, M. R. H. K., Pramanik, S. A. K., Al Amran, M., Islam, M. N., & Sarker, M. O. F. (2022).)

This conceptual framework contains the dependent variable as Purchase Intention whereas Independent variables as product features, brand image, product price and social influences.

The conceptual framework for this study consists of a set of interrelated concepts that help to provide a clear understanding of the research problem. The central focus of this framework is the dependent variable, which is purchase intention. This is the variable that the study seeks to explain and understand.

In order to achieve this, the study examines the impact of several independent variables on purchase intention. These independent variables include product features, brand image, product price, and social influences. Each of these variables is believed to have an influence on the dependent variable, purchase intention.

Taken together, these independent variables are expected to have a significant impact on purchase intention. The conceptual framework helps to provide a clear and organized representation of the research problem and the relationships between the various variables that are being studied. This enables the researchers to focus their efforts on the most important factors that influence purchase intention, and to develop an effective research design to test their hypotheses.

2.4 Definition of Variables

2.4.1 Dependent variable

The dependent variable is the variable that is being measured or observed in an experiment. It is also known as the "effect" variable. The dependent variable is affected by the independent variable. The dependent variable in this study is Purchase Intention.

- **Purchase Intention**

The dependent variable in this study that may be influenced by several independent variables is purchase intention. Purchase Intention demonstrates how customers weigh several alternatives or options according to various criteria and their willingness to choose one of these options. (Chang and Wildt 1994), defined purchase intention as a prior plan to acquire a particular product or service in the future. The level of purchase intention can indicate the likelihood of a purchase, with a stronger intention indicating a greater chance of making a purchase. When consumers believe the product is not valuable, their purchase intention will be weak, and the probability of making a purchase will also decrease.

2.4.2 Independent Variables

The independent variable is the variable that is being manipulated or changed in an experiment in order to observe the effect on the other variable. It is also known as the "cause" variable. The independent variables in this study are as follows,

- **Product features**

A feature is an attribute of a product that to meet with the satisfaction level of consumers' needs and wants through the owning of the product, usage, and utilization of a product (Kotler et.al. 2007). Product features refer to the distinctive attributes or elements of a product that sets it apart from others. These can include aspects such as size, color, design, materials, performance, and functionality. These features make up the entirety of the product and offer value to the consumer. Manufacturers and marketers use these features to market and differentiate their product to potential customers.

- **Brand Image**

The brand image is the way a consumer views and understands the brand based on their personal experiences, thoughts, and connections with the brand. This image encompasses the emotional and visual elements associated with the brand such as its symbol, packaging, promotion, and customer service. A robust brand image aids a company to stand out from its rivals and foster customer loyalty. Brand image explains how the brand is perceived by the consumers

- **Product Price**

Price is the sum of money that consumers usually pay for acquiring and using any product. (Kotler and Armstrong 2010). Product price is a critical element in the smartphone industry, as it directly affects a company's revenue and profitability. The price of a smartphone is determined by several factors such as production costs, competition, market conditions, and the perceived value of the smartphone to the customer. The smartphone market is highly competitive, and companies often use pricing strategies to differentiate themselves from competitors.

- **Social Influences**

Consumer behavior is influenced by social factors, such as the consumer's small groups, family, and social roles and status (Kotler & Armstrong, 2010). These factors can include the influence of relatives, family members, friends, and the media. Social influence on an individual can lead to changes in their emotions, attitudes, and actions. For example, if someone has a positive experience with a smartphone and shares this with their friends, it can lead to positive word-of-mouth and influence other people to consider buying the same smartphone.

Individuals tend to view their friends and family members as significant social influences when it comes to promoting and encouraging greater reliance on smartphones. The intention to buy a branded smartphone is based on a consumer's attitude towards the brand as well as the influence of social norms and other people's expectations (Wong, 2017)

2.5 Research Gap

i) Lack of research on the specific demographic of MBA students at foreign-affiliated universities in Kathmandu and their smartphone purchasing intentions.
ii) The product features of smartphones have changed over the years and there was a lack of sufficient studies considering them.
iii) Though a number of studies in various developing and developed countries have been conducted, the findings of these studies cannot be applied in the Nepalese context.

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

A Research design can be defined as a structural framework of various research methods as well as techniques that are utilized by a researcher. It is the overall strategy used by the researcher to bring together the many elements of the study logically and cohesively, ensuring that the research topic is effectively handled. In simple words, research design is the plan for how a researcher will conduct research. The logical framework of the inquiry is referred to as the "research design." It specifies the information needed, who will provide it, and how the research question will be resolved. The amount to which causal claims about the impact of the intervention can be made is fundamentally impacted by research design. Research design thus `deals with a logical problem and not a logistical problem' (Yin, 2009, p. 27).

It serves as a guide for gathering, measuring, and analyzing data. It describes how to get the crucial information needed to set up or resolve a research challenge. Its objective is to design a study that investigates the relevant hypothesis, establishes a potential response to the research questions, and provides the information required to make judgments.

To analyze the various determinants of the purchase intention of smartphones among MBA students who are studying at foreign-affiliated universities in Kathmandu. The study uses a descriptive and causal research design. It is descriptive as the variables are merely recognized, monitored, and measured, they are not managed or controlled in this descriptive study. Future research can be built upon the information gathered for current studies. The "what" rather than the "why" is the main emphasis of this study.

In order to determine the causative relationship between an independent variable and dependent variables, causal-comparative research has been employed. It is helpful in order to analyze the cause-and-effect relationship between the many variables employed in this study.

3.2 Population and Sample size

The research studies the determinants of purchase intention of smartphones among MBA students at foreign-affiliated universities in Kathmandu Therefore, the target population for this study are students who are pursuing their MBA degree at different foreign-affiliated universities in Kathmandu They have been selected as the population on which the research will be based.

The sample size for this study has been selected to ensure that the data collected will be representative of the population being studied. In particular, the sample size of 200 has been chosen in line with the recommendations of Cooley and Lohnes (1971) who suggested that a sample size of 200 subjects is appropriate for any kind of regression analysis. Hence, it can be inferred that the sample size used in this study will be sufficient. Additionally, the sample size of 200 has been chosen as it is considered to be a good balance between ensuring that the sample is representative of the population, while also being practical in terms of the resources available for data collection.

3.3 Sampling Method

Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are easiest for the researcher to access. Convenience sampling is used in this study to gather market research data from a pool of respondents who are conveniently accessible.

This method was selected due to the large population size, as attempting to reach and test the entire community would be an unrealistic and impractical endeavor Convenience sampling is also useful when the study requires a quick response. Therefore, by using convenience sampling we will be able to save effort and time in data collection, while still being able to gather meaningful insights about the population being studied.

3.4 Data Collection and Analysis

This study uses quantitative data gathered through a questionnaire that represents both dependent and independent variables utilizing a range of questions. An online survey questionnaire was created in Google Forms and distributed among MBA students studying at foreign-affiliated universities in Kathmandu.

The questionnaire consists of multiple-choice questions and five-point Likert scale ranking questions. -The Likert scale ranged from 5 as strongly disagree, 4 as disagree, 3 as neutral, 2 as agree and 1 as strongly agree. On the basis of the questionnaire the data collection is done. The collected data is then analyzed using the statistical program Statistical Package for Social Sciences (SPSS) in an effort to describe what has been observed in relation to the theoretical framework created by consulting the relevant literature on this topic.

3.5 Instrumentation of data

During the initial phase of the study, the primary focus was on developing a theoretical framework, and as such, data collection was considered a secondary concern. To develop this framework, secondary sources such as the internet, academic journals, articles, and previous research were consulted extensively. Later in the study, however, the focus shifted to primary data collection, which was primarily carried out through the administration of a well-structured questionnaire. This questionnaire was designed to elicit a range of responses from participants and included both single-response and Likert scale questions. The careful structuring of the questionnaire ensured that the data collected was relevant to the research questions being investigated.

Once the data had been collected, it was analyzed using a range of statistical tools, including SPSS and Microsoft Excel. Various statistical tests were employed to test the required hypotheses, correlation analysis, regression analysis, and ANOVA. By using these tests, it was possible to identify patterns and relationships in the data, and draw meaningful conclusions from their analysis. Overall, the use of both primary and secondary data collection methods, in combination with advanced statistical analysis techniques, allowed to develop a robust theoretical framework that could be used to inform future research and decision-making in the field.

3.6 Data Analysis Tools and Methods

Primary data has been used in this research which was collected by using questionnaires. The questionnaire contained both nominal questions and Likert scale questions. Five-point Likert scale was used for the questions. For getting findings and results different statistical tools has been employed as mentioned below.

Statistical Tools

To accomplish the goals of this study, statistical methods are equally vital and frequently used in the analysis and interpretation of data. Our ability to assess the relationship between two or more variables will be aided by this. The following statistical methods are used for this study. As follows:

1. Arithmetic Mean

The most common and commonly applied method of central tendency is the arithmetic mean, sometimes known as "the mean" or "average arithmetic mean." It represents the average of all observations. It is calculated using frequency and ungrouped data. . The arithmetic mean can be used to summarize a set of data and provide a representative value for the entire set.

2. Standard Deviation

The most often used and most useful measure of dispersion is the standard deviation, which provides consistent, accurate, and stable findings. The fact that standard deviation is based on mean is one of its primary properties. Moreover, a standard deviation is better than a mean deviation because it is always a positive value.

Standard Deviation is the positive square root of the average sum of squares of observations' deviations from the distribution's arithmetic mean.

3. Correlation Coefficient

Obtaining a numerical measure of the correlation between two variables is important for comparison and further study. Karl Pearson created the Pearson's coefficient of correlation, also known as the "product movement correlation coefficient," as a relative measurement of this type.

It determines the relationship between two or more variables that are so closely associated that changing the value of one causes a change in the value of the other or that it indicates the relationship between variables.

4. Hypothesis Testing

In hypothesis testing using ANOVA, the p-value is used to determine whether there is a significant or insignificant relationship between the variables being studied. To do this, the p-value is compared to a threshold of 0.05 at a 95% confidence level. If the p-value is less than 0.05, it indicates that there is a significant relationship between the variables, while if the p-value is greater than or equal to 0.05, it suggests an insignificant relationship between the variables.

5. Regression Analysis

Regression involves predicting or estimating the value of an unknown variable based on the known values of other variables. When only two variables are studied at a time, this is called simple regression. The independent variable, which is used to predict the unknown value, is also known as the regressed, predictor, or explanatory variable, while the dependent variable, which is the value being predicted, is also known as the regressed or explained variable. A line that is fitted to a set of data points to represent the relationship between the two variables is called a regression line. The line of best fit is determined by using the method of least squares. A line of regression provides the most accurate prediction of the unknown variable for any given value of the other variable. (Sharma and Chaudhary, 2008).

3.7 Validity and Reliability

Validity refers to whether the research measures what it claims to measure. In other words, it's the extent to which a study is measuring what it's supposed to measure. Validity tests were used in this study to create pertinent, goal-oriented questionnaires. Reliability refers to the consistency and stability of the results. A study is considered reliable when it produces consistent results if the study was repeated using the same methods.

The study sought accurate responses from participants in order to attain reliability and avoided errors brought on by non-response by cross-checking.

Validity and reliability together, provide a measure of the credibility of a study and its findings. To improve the study's credibility, the report underwent repeated review and editing.

Table 1: Values of Cronbach Alpha for Different Variables

Variables	No of Items	No of Items deleted	No of Items retained	Cronbach alpha before deletion	Cronbach alpha after deletion
Product Features	5	-	5	-	.877
Brand Image	4	-	4	-	.782
Product Price	3	1	2	.416	.578
Social Influences	3	-	3	-	.599
Purchase Intention	3	-	3	-	.871

In order to test the reliability, Cronbach alphas are calculated for each instrument via SPSS. The results of reliability analysis before and after item deletion are presented in the Table 1. As per the ranges provided by George and Mallery (2003), Cronbach's Alpha value greater than or equal to 0.5 is considered acceptable. Each dimension has acceptable Cronbach's alpha and the alpha values vary in the range of $\alpha = .578$ to $\alpha = .877$.

CHAPTER IV:
RESULTS AND DISCUSSION

The main focus of this chapter is to provide an in-depth analysis and interpretation of the data collected through the distribution of a questionnaire to a diverse group of individuals. The collected data has been thoroughly examined and presented, along with an inclusive overview of the respondents' profiles, providing a clear picture of the sample population. In order to summarize the properties of the data collection, a descriptive analysis has been performed, which effectively summarizes the collected data. Moreover, this chapter features an inferential analysis of the data, which enables us to draw meaningful inferences and make predictions based on the data we have collected. Through the application of inferential statistics, we can derive valuable assumptions or inferences from the data, allowing us to make more informed decisions. Additionally, the hypotheses that were formulated earlier have also been tested in this chapter to evaluate their validity and see if they hold true in light of the collected data.

4.1 Respondent's Profile

The demographic profile of the respondents is the subject of this section, along with an analysis and interpretation of the primary data gathered through the questionnaire. This section will help to understand the demographic characteristics of the respondents under the study. The profile of the respondent contains information about their age, gender, marital status, and range of their monthly income

4.1.1 Distribution by Age

Table 2

Age of Respondents

	Frequency	Percent
20-25	94	46.3
25-30	81	39.9
30-35	25	12.3
35-40	2	1
Above 40	1	0.5
Total	203	100

The Table 1 shows the age group of the respondents who have completed the questionnaire for this research. As shown in the table majority of the respondents i.e. 46.3% (94) are from the age group 20-25. The second highest percentage i.e. 36.9% (81) are from the group 25-30. The respondents from age group 30-35 comprises of 12.3% (25). Likewise, the respondents from the age group 35-40 comprises of 1% (2) and the least percentage of respondents belong to the age group above 40. This leads us to the conclusion that the majority of the respondents are young adults aged 20-25.

4.1.2 Distribution by Gender

Table 3

Gender of Respondents

	Frequency	Percent
Male	99	48.8
Female	104	51.2
Total	203	100

The Table 3 shows the percentage of female and male respondents who have completed the questionnaire for this research. Among the 203 respondents 48.8% i.e. 99 are male and 51.2% i.e. 104 are female. From this we can conclude that 104 females participated in this research while only 99 males took part in this research.

4.1.3 Distribution by Marital Status

Table 4

Marital status of Respondents

	Frequency	Percent
Married	48	23.6
Unmarried	155	76.4
Total	203	100

Table 4 shows the marital status of the respondents who have completed the questionnaire for this research. Among the 203 respondents 23.6% i.e. 48 are married

whereas 76.4% i.e. 155 are unmarried. Thus, we can conclude that the majority of respondents are unmarried.

4.1.4 Distribution by Monthly Income

Table 5

Monthly Income of Respondents

	Frequency	Percent
Up to 15,000	47	23.2
15,001-30,000	66	32.5
30,001-45,000	50	24.6
45,001-60,000	13	6.4
Above 60,000	27	13.3
Total	203	100

Table 5 shows the monthly income of the respondents who have completed the questionnaire for this research. As shown in the table among the 203 majority of the respondents i.e. 32.5% (66) have their monthly income in the range of 15,001-30,000. The second highest percentage i.e. 24.6% (50) have their monthly income in the range of 30,001-45,000. The third highest percentage i.e.23.2% (47) have their monthly income up to 15,000. Similarly, 13.3% (27) of the respondents have their monthly income above 60,000. Likewise, 6.4% (13) of the respondents have their monthly income in the range of 45,001-60,000.

4.2 Descriptive Analysis

The inferenti analysis of the data gathered through questionnaires during the research process is covered in this section. Calculating statistical measures including mean and standard deviation is a component of descriptive analysis.

With regard to frequencies and aggregation in relation to the research questions and variables, these numbers aid the researcher in the analysis of the data.

Five-point Likert scale questions, ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and to 5 (Strongly Agree) were asked to respondents for this purpose.

Examining the relationship between independent variables and dependent variables is the main goal of this study. Product attributes, brand image, product price, and social influences are used as independent variables in this study. The same goes for the dependent variable, which is Purchase Intention.

The following are statements pertaining to each element and their descriptive statistics:

4.2.1 Product Features

Five items were used to examine the smartphone purchase intentions in terms of product features.

The items are presented as PF1, PF2, PF3, PF4, PF which represents the following statements,

PF1: I choose a smartphone that has a superior camera.
PF2: I consider the speedier Internet accessibility of the smartphone.
PF3: I choose a smartphone that has a mature app store.
PF4: I consider the operating system of the smartphone.
PF5: I consider the design of the smartphone when I purchase it.

Table 6

Descriptive Analysis for Product Features

	N	Mean	Std. Deviation
I choose a smartphone that has a superior camera	203	3.64	1.175
I consider the speedier Internet accessibility of the smartphone	203	3.97	1.099
I choose a smartphone that has a mature app store	203	3.58	1.107
I consider the operating system of the smartphone	203	3.91	1.182
I consider the design of the smartphone when I purchase it	203	3.65	1.224

The Table 6 shows the respondent's responses for the independent variable product features. Out of the five statements PF2 has the highest descriptive score of 3.97 with a standard deviation of 1.099 which means that respondents agree that they consider the speedier internet accessibility of the smartphone when they intend to purchase a smartphone whereas PF3 has the lowest mean score of 3.58 with a standard deviation of 1.107 demonstrating that the statement that respondents pick a smartphone that has an mature app store is less widely agreed upon.

The values of standard deviation are more than 1 for all five statements. It means that there is diversity in the responses provided by the respondents.

4.2.2 Brand Image

Five items were used to examine the smartphone purchase intentions in terms of brand image. The items are presented as BI1, BI2, BI3, and BI4 which represents the following statements.

BF1: I consider the brand image when buying a smartphone

BF2: I purchase my favorite brand of smartphone only

BF3: I purchase a brand from my past using experience

BF4: I consider the country of origin of the brand

Table 7

Descriptive Analysis for Brand Image

	N	Mean	Std. Deviation
I consider the brand image when buying a smartphone	203	3.58	1.18
I purchase my favorite brand of smartphone only	203	3.03	1.244
I purchase a brand from my past using experience	203	3.64	1.2
I consider the country of origin of the brand	203	2.79	1.218

The Table 7 shows the respondent's responses for the independent variable brand image. Out of the five statements BF3 has the highest mean score of 3.64 with a standard deviation of 1.2 which means that respondents agree that they purchase a brand from their past using experience whereas BF4 has the lowest mean score of 2.79 with a standard deviation of 1.218 indicates that respondents do not consider the country of origin of the brand much while they intend to purchase a smartphone.

The values of standard deviation is more than 1 for all four statements. It means that there is diversity in the responses provided by the respondents.

4.2.3 Product Price

Two items were used to examine the smartphone purchase intentions in terms of product price. The items are presented as PP1 and PP2 which represents the following statements.

PP1: I prefer buying smartphone during price deduction period only

PP2: I compare prices of other brands before I choose one

Table 8

Descriptive Analysis for Product Price

	N	Mean	Std. Deviation
I prefer buying smartphone during price deduction period only	203	2.98	1.099
I compare prices of other brands before I choose one	203	3.73	1.203

The Table 8 shows the respondent's responses for the independent variable product price. The mean values for items PP2 has the highest mean of 3.73 with the standard deviation of 1.203 which means that respondents agree that they compare prices of other brands before they choose one whereas PP1 has the lowest mean score of 2.98 with a standard deviation of 1.099 indicates that respondents do not prefer buying smartphone during price deduction period only much while they intend to purchase a smartphone.

The values of standard deviation are more than 1 for all two statements. It means that there is diversity in the responses provided by the respondents.

4.2.4 Social Influences

Three items were used to examine the smartphone purchase intentions in terms of social influences. The items are presented as SI1, SI2 and SI3 which represents the following statements.

SI1: I usually consult my friends when buying a smartphone brand.

SI2: I love to have the same smartphone as my family members.

SI3: My friends always persuade me to buy the same phone as theirs.

Table 9

Descriptive Analysis for Social Influences

	N	Mean	Std. Deviation
I usually consult my friends when buying a smartphone brand	203	3.17	1.195
I love to have the same smartphone as my family members	203	2.36	1.079
My friends always persuade me to buy the same phone as theirs	203	2.24	1.127

The Table 9 shows the respondent's responses for the independent variable social influences. The mean values for items SI1 has the highest mean of 3.17 with the standard deviation of 1.195 which means that respondents agree that they usually consult their friends when buying a smartphone brand whereas SI2 has the low mean score of 2.36 with a standard deviation of 1.079 and SI3 has the low mean score of 2.24 with a standard deviation of 1.127 indicates that respondents do not agree much with the two statements.

The values of standard deviation are more than 1 for all three statements. It means that there is diversity in the responses provided by the respondents.

4.2.5 Purchase Intention

Three items were used to examine the dependent variable purchase intention. The items are presented as PI1, PI2 and PI3 which represents the following statements.

PI1: I will use smartphone regularly in the future

PI2: Purchase Intention then takes me to final purchase of the brand

PI3: I intend to start/continue using smartphone in the future

Table 10

Descriptive Analysis for Purchase Intention

	N	Mean	Std. Deviation
I will use smartphone regularly in the future	203	3.75	1.259
Purchase Intention then takes me to final purchase of the brand	203	3.4	1.046
I intend to start/continue using smartphone in the future	203	3.8	1.204

The Table 10 shows the respondent's responses for the dependent variable purchase intention. Out of the three statements PF3 has the highest mean score of 3.8 with a standard deviation of 1.204 which means that respondents agree that intend to start/continue using smartphone in the future. PF2 has the lowest mean score of 3.4 with a standard deviation of 1.046 indicating that respondents are less in agreement with the statement that purchase intention then takes them to final purchase of the brand

The values of standard deviation are more than 1 for all three statements. It means that there is diversity in the responses provided by the respondents.

4.3 Inferential Analysis

Inferential statistics enable us to draw inferences and make predictions based on our data, whereas descriptive statistics only summarize the properties of a data collection. We can derive assumptions (or "inferences") from the data using inferential statistics. Making generalizations about a population using inferential statistics involves using data from samples.

When we want to draw conclusions about more general circumstances from our data, we use inferential statistics; when we just want to explain what's happening in our data, we use descriptive statistics.

4.3.1 Correlation Analysis

Correlation analysis is a widely used statistical technique in research to determine the association between two variables and to measure the strength of their linear relationship. Essentially, correlation analysis allows us to examine the extent to which changes in one variable are related to changes in the other variable.

The magnitude of change in one variable resulting from the change in the other can be determined using correlation analysis. A high correlation between the two variables indicates a strong association, while a low correlation suggests a weak relationship between the two variables.

Furthermore, positive correlation occurs when an increase in one variable leads to an increase in the other, and vice versa. This type of correlation indicates that the two variables are moving in the same direction, with changes in one variable directly influencing changes in the other. On the other hand, a negative correlation indicates an inverse relationship between the two variables.

In other words, when one variable rises, the other falls, and vice versa. Such a correlation implies that the two variables move in opposite directions, with changes in one variable leading to a corresponding change in the opposite direction in the other variable. Overall, correlation analysis is an important tool in statistical analysis, as it helps to identify patterns and relationships between variables that may not be immediately apparent.

Table 11

Correlation Analysis

		Mean	Std. Deviation	Product Features	Brand Image	Product Price	Social Influences
Product Features	Pearson Correlation	3.7498	0.9486	1			
	Sig. (2-tailed)						
Brand Image	Pearson Correlation	3.2599	0.94195	.688**	1		
	Sig. (2-tailed)			0			
Product Price	Pearson Correlation	3.3547	0.96591	.561**	.433**	1	
	Sig. (2-tailed)			0	0		
Social Influences	Pearson Correlation	2.5895	0.84501	.329**	.434**	.395**	1
	Sig. (2-tailed)			0	0	0	
Purchase Intention	Pearson Correlation	3.6502	1.04558	.723**	.576**	.460**	.243**
	Sig. (2-tailed)			0	0	0	0
** Correlation is significant at the 0.01 level (2-tailed).							

The correlation coefficient between product features and purchase intention is 0.723. This indicates positive relationship between product features and purchase intention. The corresponding p-value is 0.000, which is less than the level of significance (α) =0.05. When a product has attractive features that meet the needs and preferences of the consumer, it is more likely to increase their intention to purchase the product. This finding highlights the importance of developing and marketing products with appealing features that are aligned with the desires and expectations of the target consumer. By doing so, companies can increase the likelihood of their product being chosen by the consumer, resulting in higher sales and greater market share.

The correlation coefficient between brand image and purchase intention is 0.576. This indicates positive relationship between product features and purchase intention. The corresponding p-value is 0.000, which is less than the level of significance (α) =0.05.

As the brand image of a product or service becomes more favorable, the intention to purchase that product or service tends to increase.

A strong brand image can help to build trust, loyalty, and positive associations with the product or service, which can in turn influence purchase intention. Positive brand image will lead to an increase in the purchase intention of smartphones.

The correlation coefficient between product price and purchase intention is 0.460. This indicates positive relationship between product price and purchase intention. The corresponding p-value is 0.000, which is less than the level of significance (α) =0.05. 0.460 is less than 0.5 so there is not high positive correlation. In other words, the results indicate that an increase in the price of a product does not necessarily lead to a corresponding increase in the consumer's intention to purchase that product. This finding suggests that other factors may play a more significant role in determining a consumer's purchase intention, and that price may not be the most critical factor in driving consumer behavior.

Nonetheless, it is essential to keep in mind that even if the correlation between price and purchase intention is not particularly high, it may still have some level of impact on the consumer's decision-making process, and thus warrants further investigation.

The correlation coefficient between social influences and purchase intention is 0.243. This indicates positive relationship between social influences and purchase intention. The corresponding p-value is 0.000, which is less than the level of significance (α) =0.05. 0.243 is less than 0.5 so there is not high positive correlation. It suggests that the impact of social influences on a consumer's intention to purchase a product may not be as significant as other factors, such as product features or price. This finding suggests that while social influences, such as recommendations from friends and family, reviews from other consumers, or endorsements from influencers, may play a role in shaping a consumer's perception of a product, it may not necessarily lead to a direct increase in their intention to purchase.

However, it is important to note that social influences may still have some level of impact on the consumer's decision-making process, and that the degree of correlation may vary depending on the specific product and market.

4.3.2 Regression Analysis

Regression analysis is a statistical technique used to examine the relationship between one or more independent variables and a dependent variable. The goal of regression analysis is to create a mathematical model that can accurately predict the value of the dependent variable based on the values of the independent variables. The dependent variable in a regression analysis is the one being predicted or explained, whereas the independent variables are the ones that are utilized to predict the value of the dependent variable.

In order to predict the value of the dependent variable based on the values of the independent variables, a regression equation is utilized to indicate the relationship between the independent variables and the dependent variable.

Table 12

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735a	0.54	0.53	0.71656

a Predictors: (Constant), MEAN_SOCIAL_INFLUENCES, MEAN_PRODUCT_FEATURES, MEAN_PRODUCT_PRICE, MEAN_BRAND_IMAGE

The R value (0.735) is the correlation coefficient, which indicates the strength and direction of the relationship between the outcome variable and the predictor variables. In this case, the value of 0.735 indicates a moderate to strong positive relationship.

The R-squared value (0.54) is a measure of how much of the variation in the dependent variable is explained by the independent variables. In this case, the R-squared value of 0.54 means that the independent variables explain approximately 54% of the variation in the dependent variable.

The adjusted R-squared value (0.53) takes into account the number of predictor variables in the model, which can affect the R-squared value. This adjusted value provides a better estimate of the proportion of the variation in the dependent variable that is explained by the independent variables.

The standard error of the estimate (0.71656) is a measure of how well the model fits the data. It represents the average distance between the actual values of the outcome variable and the predicted values based on the model. Lower values indicate that the model is a better fit for the data.

This shows that the independent variables in the model explain 54% variations in the dependent variable. The remaining 46% is explained by the other outside variables not taken in the study. Adjusted R square attempts to correct R square to more closely reflect the goodness of fit of the model in the population. It is superior to R square because it is sensitive to addition of irrelevant variables. This means that purchase intention among students can be predicted to the extent of 53% by variations in the independent variable

4.3.3 ANOVA

Analysis of Variance (ANOVA) is a statistical formula used to compare variances across the means (or average) of different groups. A range of scenarios use it to determine if there is any difference between the means of different groups.

Table 13

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.169	4	29.792	58.022	.000b
	Residual	101.666	198	0.513		
	Total	220.834	202			

a Dependent Variable: MEAN_PURCHASE_INTENTION
b Predictors: (Constant), MEAN_SOCIAL_INFLUENCES, MEAN_PRODUCT_FEATURES, MEAN_PRODUCT_PRICE, MEAN_BRAND_IMAGE

The ANOVA test is conducted to identify the statistical significance of the regression model and determine the relation between the predictor variable and the outcome variable. The value is determined by the F-value and the Significance level. According to ANOVA Table 13, the F-value is 58.022 and the p-value is 0.000, which is less than the alpha value of 0.05,

So, the relationship between the dependent and independent variables can therefore be predicted by the model. So, it is important to consider the independent variables product features, brand image, product price, and social influences when attempting to understand the variation in purchase intention.

4.3.4 Coefficients

Table 14: **Coefficients[a]**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.523	.233		2.242	.026
	MEAN_PF	.641	.080	.581	7.989	.000
	MEAN_BI	.180	.077	.162	2.327	.021
	MEAN_PP	.091	.065	.084	1.389	.166
	MEAN_SI	-.065	.069	-.052	-.946	.345

a. Dependent Variable: MEAN_PURCHASE_INTENTION

From, Table 14, coefficient shows the higher the beta the most important factors of purchase intention of MBA students, the result shows product features is the most important determinant. While brand image is the 0.162 and product price is the third highest determinant of purchase intention of smartphones among MBA students in foreign affiliated universities in Kathmandu as it carries beta of 0.084. Social influence is the least determinant as it carries beta of -0.052. The result of table 14 shows that purchase intention toward smartphones is accordingly with product features, brand image, product price and social influences.

Table 14, coefficientsa is used to check the hypothesis H5, H6, H7 and H8 of the study. If it is lower than significant value of 0.05 then it can be said that there is significant impact.

Product features has the significance level of 0.000 which is less than 0.05. Hence it can be inferred that product features has a significant impact on purchase intention.

Brand Image has the significance level of 0.021 which is less than 0.05. Hence it can be inferred that brand image has a significant impact on purchase intention.

Product Price has the significance level of 0.166 which is more than 0.05. Hence it can be inferred that product price do not have significant impact on purchase intention.

Social Influences has the significance level of 0.345 which is more than 0.05. Hence it can be inferred that social influences do not have significant impact on purchase intention.

4.4 Summary of Hypothesis

In research, a hypothesis is an educated guess or a tentative statement that proposes a relationship between two or more variables. It is a proposed explanation for a phenomenon or an idea that is based on existing knowledge or prior observations. A hypothesis is often formulated in order to test a theory or to explain a certain phenomenon that is not yet fully understood.

The hypothesis is a critical element of the scientific method, which is a structured approach to research that involves developing a hypothesis, designing and conducting experiments to test it, collecting and analyzing data, and drawing conclusions. By testing a hypothesis, researchers can determine whether their assumptions are correct or incorrect, and this can help to advance knowledge in a particular field of study.

In summary, a hypothesis is a statement that proposes a relationship between two or more variables, and it serves as the basis for scientific research and experimentation.

Once the data has been studied and analyzed. The final results of hypothesis testing are determined. For testing the relationship between dependent variable and independent variable. The correlation analysis done in table 11 is used. If the level of significance is less than 0.05 then there is significant relationship between the dependent and independent variable.

For testing the impact between dependent variable and independent variable. The coefficient table 14 is used. If the level of significance is less than 0.05 then the alternative hypothesis is accepted and there is significant impact between the dependent and independent variable.

Table 15

Summary of Hypothesis Testing

Hypothesis	**P-Value**	**Remarks**
H1: There is a significant relationship between Product features and Purchase Intention.	0.000<0.05	Accepted
H2: There is a significant relationship between Brand Image and Purchase Intention	0.000<0.05	Accepted
H3: There is a significant relationship between Product Price and Purchase Intention	0.000<0.05	Accepted
H4: There is a significant relationship between Social Influences and Purchase Intention	0.000<0.05	Accepted
H5: There is a significant impact between Product Features and Purchase Intention	0.000<0.05	Accepted
H6: There is a significant impact between Brand Image and Purchase Intention	0.021<0.05	Accepted
H7: There is a significant impact between Product Price and Purchase Intention	0.166>0.05	Not Accepted
H8: There is a significant impact between Social Influences and Purchase Intention	0.345>0.05	Not Accepted

4.5 Discussion

Within the scope of this study, this specific section has been dedicated to the comparison of the obtained research results with those of other studies, with the primary objective of identifying any potential variations in the findings between them

Li and Li (2010) did a research on the psychological factors influencing college students' consumption of mobile phone in west China. In 2010, Li and Li performed study on the psychological factors influencing mobile phone use among college students in west China. The objective was to discover the psychological factors that influence consumers' decisions to purchase mobile handsets. The social attribute, coherence, novelty, and reliability are the influencing factors. A questionnaire survey method was utilized, and relative data was used to create a model that distinguishes between mobile phones with various costs and the various criteria that consumers take into account when making mobile phone purchases. The individuality of college students also played a role in the purchasing of the mobile device to some extent.

However, in this particular study that was conducted in Kathmandu, with the purpose of examining the determinants of purchase intention of smartphones among MBA students who were enrolled in foreign-affiliated universities in Kathmandu, it was discovered that the factor of social influences did not seem to have a significant impact on the overall purchase intention of smartphones among the aforementioned group of students.

Sata (2013) conducted a research on the factors affecting consumer buying behavior for mobile phone devices. With the purpose of investigating the factors affecting mobile phone purchases in Hawassa town. Using a straightforward random sampling technique, 246 consumers were included in the sample. The research included both primary and secondary data, The findings indicated that price was the main factor in choosing a mobile phone, and that features included in a mobile handset were the second most significant factor.

In this specific study carried out in Kathmandu, which aimed to examine the determinants of purchase intention of smartphones among MBA students enrolled in foreign-affiliated universities in Kathmandu, it was discovered that the price of the smartphones did not have a significant effect on the purchase intention of these students.

CHAPTER V
SUMMARY AND CONCLUSIONS

In the previous chapter, the data that were obtained from the questionnaires were subject to a detailed analysis. Additionally, the hypotheses that were formulated in earlier chapters were also thoroughly tested in order to ascertain their validity. The results of these tests helped to determine whether the hypotheses that were put forward turned out to be true or not.

Moving on to the current chapter, the key findings of the study have been presented in a summarized form. This summary provides insights into the implications of the results and how they contribute to our understanding of purchase intention. Moreover, the chapter also includes a conclusive discussion based on the study's findings. This discussion is aimed at deriving meaningful insights from the results that were obtained from the analysis.

Furthermore, the chapter provides suggestions for future research based on the findings of the current study. These recommendations for future research are geared towards expanding the current study and filling gaps in knowledge that were identified during the research process.

Overall, this chapter is focused on summarizing the results of the study, drawing conclusions based on the findings, and making recommendations for future research in order to build on the knowledge gained from the current study.

5.1 Summary of Findings

The findings of this study have been summarized below,

1) The findings indicated that majority of the participants were female comprising of 51.2% in comparison to males which is 48.8%. From this we can infer that this report will also be fruitful for identifying the purchase intention of the female demographic.

2) The highest age group participation was shown by the age group of 20-25, by this we can conclude that the respondents from age group of 20-25 are most likely to have acquired or use mobile phone.

3) 76.4% of the respondents were unmarried whereas 23.6% of the respondents were married.

4) The highest monthly income of the respondents falls between 15,001- 30,000 with the percentage of 32.5%.

5) Many respondents were with agreement that they consider the speedier internet accessibility of the smartphone when they intend to purchase it as it has the highest mean score of 3.97. However, many respondents were less in agreement that they choose a smartphone with a mature app store as it has the lowest mean score of 3.58.

6) In terms of brand image, many respondents were in agreement with the statement that they purchase a brand from their past using experience as it had the highest mean score of 3.64. Likewise, respondents did not seem to be much in agreement with the statement that they consider the origin of the brand when they intend to purchase a smartphone as it had the lowest mean score of 2.79.

7) In regards to the product price, many respondents agreed with the statement that they compare the prices of other brands before choosing one as it had the highest mean score of 3.73. Correspondingly respondents did not prefer buying smartphone during price deduction period only as it had the lowest mean score of 2.98.

8) Furthermore, respondents agreed with the statement that they usually consult their friends when buying a smartphone brand as it had the highest mean score of 3.17. In similar fashion, respondents were less in agreement with the statement that their friends always persuade them to buy the same phone as theirs as it had the lowest mean score of 2.24.

9) From the correlation analysis it can be inferred that there is significant relationship between the independent variables' product features, brand image, product price and social influences as the p value is less than 0.05.

10) From the regression analysis it can be inferred that there is a significant impact between product features and purchase intention as the p value is less than 0.05.

11) From the regression analysis it can be inferred that there is a significant impact between brand image and purchase intention as the p value is less than 0.05.

12) From the regression analysis it can be inferred that there is no significant impact between product price and purchase intention as the p value is more than 0.05.

13) From the regression analysis it can be inferred that there is no significant impact between social influences and purchase intention as the p value is more than 0.05.

5.2 Conclusions

Smartphones are growing rapidly in terms of their usage and popularity all around the world. They have become an essential part of modern life for many people and are used for a wide range of purposes, including communication, entertainment, education, banking, e-commerce, and navigation, among others. Smartphones continue to evolve and become more advanced, with new features and capabilities being added all the time. For example, newer models of smartphones often include advanced camera systems, powerful processors, and larger screens with higher resolutions. They are also becoming more integrated with other technology, such as smart home devices and wearable technology, further expanding their potential applications.

This study was done to study the determinants of purchase intention of smartphones among MBA students at foreign-affiliated universities in Kathmandu. This study also looked forward to to build upon the previous studies done regarding this topic. The purchase intention of smartphones was analyzed with the four independent variables: product features, brand image, product price and social influences.

It was found that there is high positive correlation between product features and purchase intention. It means that as one variable increases, the other variable also increases at a proportional rate. In other words, a high positive correlation suggests a strong relationship between two variables where an increase in one variable tends to be

associated with an increase in the other variable. If consumers believe that a product possesses attractive features or qualities, they are more inclined to buy it. For instance, if a smartphone has a superior camera, a large and bright display, and a battery that lasts a long time, customers may be more likely to purchase it in comparison to a smartphone with less impressive features. There is high positive correlation between brand image and purchase intention. A brand's image can be influenced by factors such as its reputation, marketing efforts, and overall perceived quality. Consumers may be more likely to purchase a product from a brand with a strong positive image than from a lesser-known brand or one with a negative image. As the brand image increases so does the purchase intention of a smartphone.

However, there was not high positive correlation between product price and purchase intention, social influences and purchase intention. It means that there is no strong relationship or association between the two variables. When there is no correlation, changes in one variable does not have much predictable effect on the other variable.

From, the correlation analysis it was found that there is significant relationship between purchase intention and independent variables (product features, brand image, product price and social influences). Regression analysis showed that there is significant impact between only product features and brand image.

The usage of smartphones will continue to grow, it is likely that they will become even more central to daily life and a key tool for many tasks and activities. It will be interesting to see how they evolve in the coming years and what new capabilities they will offer.

5.3 Implications

This research helped to study the determinants of purchase intention of smartphones among MBA students at foreign-affiliated students in Kathmandu. The research has showed that not all independent variables have an impact on the purchase intention.
This research has the following implications,

1) This research is only based on the four independent variables used in this study. More variables can be added in future researches to do a more comprehensive study.

2) This research is based only on a certain demographic, the students doing MBA at foreign affiliated universities in Kathmandu. So further studies can be done on different demographics to contribute to the body of knowledge.

3) A different geographical location can be chosen for future researches. The findings may vary while doing as people's responses may vary according to the geographical location.

4) This study shows that there is a significant positive correlation between product features and purchase intention. This suggests that smartphone companies should invest in improving the quality of product features to increase purchase intention. They can conduct market research to identify the most desirable product features among MBA students and incorporate them into their products.

5) The findings indicate that there is significant relationship between product features, brand image and purchase intention. Therefore, smartphone companies and marketers can focus on improving the quality of product features and creating a positive brand image to attract MBA students in Kathmandu. They can use marketing strategies such as product differentiation, celebrity endorsements, and social media marketing to improve brand image and attract customers.

6) In conclusion, the determinants of purchase intention of smartphones among MBA students at foreign affiliated universities in Kathmandu have important implications for smartphone companies and marketers. By focusing on product features and brand image, they can improve their chances of attracting customers and achieving business success.

REFERENCES

Aaker, D. A. (2012). Building strong brands. Simon and Schuster.

Abrams, D. (1992). Processes of Social Identification. (M. B. Glynis, Ed.) London: Surrey University Press.

Akkucuk,U. and Esmaeili, J. (2016). The impact of brands on consumer buying behavior: An empirical study on smartphone buyers. Journal of Research in Business and Social Science, Vol 5, No.4, pp. 2147-4478.

A-Qader, I.K. and Omar, A.B. (2017). The influence of affective brand experience dimension on brand equity of the smartphone millennial users in Malaysia. Management Studies, Vol 5, No. 1, pp. 25-37.

Assael, H. (1992). Consumer Behaviour & Marketing Action. 4th edition. Boston: PWS-KENT Publishing Company.

Bhandari, P. (2022, November 18). Inferential Statistics | An Easy Introduction & Examples. Scribbr. https://www.scribbr.com/statistics/inferential-statistics/

Chan, (2015, January 1). Mobile Phones and the Good Life: Examining the Relationships among Mobile Use, Social Capital and Subjective Well-being. 17(1), 96-113.

Chang, T. Z., & Wildt, A. R. (1994). Price, Product information, and purchase intention: an empirical study. Journal of the Academy of Marketing Science, 22(1), 16-27.

Comer and T. A. Wikle (2008), Worldwide diffusion of the cellular telephone, (1995-2005). The Professional Geographer, 60(2), 252-269.

Correlation analysis | Analyze correlation between two variables | QuestionPro. (n.d.). https://www.questionpro.com/features/correlation-analysis.html

Das, D. (2012). An empirical study of factors influencing buying behavior of youth consumers towards mobile handsets: A case study in costal districts of Odisha. Asian Journal of Research in Business Economics and Management, Vol 2, Issue 4, pp. 68-82.

Fliegel, Frederick, C., & Joseph, E. K. (1966). Attributes of Innovations as Factors in Diffusion. American Journal of Sociology, 72, 235 -248.

Gartner: (2021, September 1) Worldwide Smartphone Up 10.8% in Second Quarter of 2021..Gartner.https://www.gartner.com/en/newsroom/press-releases/2021-09-01-2q21-smartphone-market-share

George, D., & Mallery, M. (2003), "Using SPSS for Windows Step By Step: A Simple Guide and Reference"

Gatignon, H., & Robertson, T. S. (1985). A propositional inventory for new diffusion research. Journal of Consumer Rsearch , 11, 849-866.

Gogoi, B. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. International Journal of Sales & Marketing, 3(2), 73–86

Goh, S.K., Jiang, N. and Tee, P.L. (2016). The impact of brand trust, self-image congruence and usage satisfaction toward smartphone repurchase intentions. International Review of Management and Marketing, Vol 6, No. 3, pp. 436-441

Harun, A., Soon, L.T., Kassim, A.W.M. and Sulong, R.S. (2015). Smartphone dependency and its impact on purchase behavior. Asian Social Science, Vol 11, No. 26, pp. 196-211.

Hong, Y.H., Teh, B.H. and Soh, C.H. (2014). Acceptance of smart phone by younger consumers in Malaysia, Asian Social Science, 10(6), 34-39

Inferential Statistics: Definition, Uses. (2022, November 30). Statistics How To. https://www.statisticshowto.com/probability-and-statistics/statistics-definitions/inferential-statistics/

Jane, E. S., & Peter, J. B. (2000). Identity Theory and Social Identity Theory. Social Psychology Quarterly, 63 (3), 224-237.

Jha, J. T., & Nanda, J. K. (2017). Factors Affecting Consumer Buying Decisions of Smartphones. International Journal of Research in Business Management, 5(9), 179-200.

Kotler, P., and Armstrong, G. (2007), "Principles of Marketing" (12th Ed.), Boston: Pearson Education

Ling, L. P., Lang, P. K., Fong, T. C., & Perinpajothi, T. S. (2001). Factors Affecting Purchase Intention towards Smartphone Brand: A Study of Young Female Adult Consumers. UTAR.

Li. S. and Li. Y. (2010). An exploration of the psychological factors influencing college students' consumption of mobile phone in West China. International Journal of Business and Management, Vol 5, No. 9, pp. 132-138.

Malasi, J. M. (2012). Influence of product attributes on mobile phone preference among university students: A case of undergraduate students. International Journal of Academic Research in Economics and Management Sciences, Vol 1, No. 6, pp. 10-35.

Mazzoni, C., Castaldi, L. and Addeo, F. (2007). Consumer behavior in the Italian mobile telecommunication market. Telecommunications Policy, Vol 3, pp. 632-637.

Malviya, S., Saluja, M.S. and Thakur, A.S. (2013). A study on the factors influencing consumers purchase decision towards smartphones in Indore. International Journal of Advance Research in Computer Science and Management Studies, Vol, 1, Issue 6, pp. 14-21.

Nagarkoti, B. (2003). Factors Influencing Consumer Behavior of Smartphone Users. Arcada, 1- 42.

Rai, B. (2020). The effect of demographic factors on consumer purchase intention in buying Television set in Kathmandu Valley: An empirical study. PRAVAHA, 25(1), 23–31

Rakib, M. R. H. K., Pramanik, S. A. K., Al Amran, M., Islam, M. N., & Sarker, M. O. F. (2022). Factors affecting young customers' smartphone purchase intention during Covid-19 pandemic. Heliyon, 8(9), e10599.

Rogers, E. (1995). Diffusion of innovations (4th edition). New York: The Free Press.

Sainy, M. and Khasgiwala, V. (2015). Factors influencing consumer buying behaviour towards smartphone among Indian youth: A Study. Asian Journal of Research in Social Sciences and Humanities, Vol 4, Issue1, pp. 177-214.

Sata. M. (2013). Factors affecting consumer buying behavior of mobile devices. Mediterranean Journal of Social Sciences, Vol 4, No.12, pp. 103-112.

Singh, J. and Goyal, B.B. (2009). Mobile handset buying behavior of different age and gender groups. International Journal of Business and Management, Vol 4, No. 5, pp. 179-187.

Statista. (2022, July 27). Global smartphone unit shipments 2009-2021. Statista. https://www.statista.com/statistics/271491/worldwide-shipments-of-smartphones-since-2009/

Stoica, I., Veghes, C. and Orzan, M. (2015). Statistical exploratory marketing research on Romanian consumer's behavior regarding smartphones. Procedia Economics and Finance, Vol 32, pp. 923-931.

Subramanyam and Venkateswarlu (2012). Factors Influencing Buyer Behaviour of Mobile Phone Buyers in Kadapa District. Indian Journal of Research, 1(11), 3-5

Suki, N.M. (2013). Students demand for smartphones. Campus Wide Information System, Vol, 30, No.4, pp. 236-248.

Trivedi, R. and Raval, R. (2016). Consumer buying intentions towards smartphones: A conceptual framework. International Journal of Applied Research, Vol 2, Issue 12, pp. 736-742.

Trochim, W. M. K. (n.d.). Inferential Statistics. Research Methods Knowledge Base. https://conjointly.com/kb/inferential-statistics/

Turner, J. C. (1982). Towards a cognitive redefinition of the social group. Cambridge: Cambridge University Press.

Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intention and behavioral expectation. Journal of Experimental Social Psychology, 21(3), 213–228.

Wong, A. T. T. (2017). Determinants Affecting Repurchasing Behaviors towards Online Shopping in HongKong. Journal of Global Economics, Management and Business Research, 8(4), 193-203.

Yee, K.L.L., Siew, H.K. and Fah, B.C.Y. (2013). Factors affecting smartphone purchase decision among Malaysian generation y. International Journal of Asian Social Science, Vol 3, No.12, pp. 2426-2440.

Yin, R.K (2009) Case study research design and methods. 4th ed. Thousand Oaks, CA: Sage publications Inc.

APPENDIX

Questionnaire

Determinants of Purchase Intention of Smartphones among MBA students at foreign-affiliated Universities in Kathmandu

I am a student of Lincoln University College conducting a study on **Determinants of Purchase Intention of Smartphones among MBA Students** .This survey is being conducted in partial fulfillment of the requirement for the degree of MBA (Faculty of Business and Accountancy). This study is conducted to assess the various determinants of the purchase intention of smartphones for MBA students at foreign-affiliated Universities in Kathmandu

I kindly request you for your cooperation in providing your responses. It will only take approximately 5 minutes to complete. All the information will be kept confidential and used for academic purposes only. I appreciate your time and willingness to respond.
Thank You.

* Required

1. Age *

Mark only one oval.

- ◯ 20-25
- ◯ 25-30
- ◯ 30-35
- ◯ 35-40
- ◯ Above 40

2. Gender *

Mark only one oval.

- ◯ Male
- ◯ Female
- ◯ Prefer not to say

3. Marital Status *

Mark only one oval.

- ◯ Married
- ◯ Unmarried
- ◯ Prefer not to say

4. Monthly Income *

Mark only one oval.

- ◯ Up to 15,000
- ◯ 15,001-30,000
- ◯ 30,001-45,000
- ◯ 45,001-60,000
- ◯ Above 60,000

Skip to question 5

PLEASE SELECT ONE OPTION FOR EACH QUESTION THAT COMES CLOSEST TO REFLECTING YOUR OPINION ABOUT IT.

5. Product Features *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I choose a smartphone that has a superior camera	◯	◯	◯	◯	◯
I consider the speedier Internet accessibility of the smartphone	◯	◯	◯	◯	◯
I choose a smartphone that has a mature app store	◯	◯	◯	◯	◯
I consider the operating system of the smartphone	◯	◯	◯	◯	◯
I consider the design of the smartphone when I purchase it	◯	◯	◯	◯	◯

6. Brand Image *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I consider the brand image when buying a smartphone	◯	◯	◯	◯	◯
I purchase my favorite brand of smartphone only	◯	◯	◯	◯	◯
I purchase a brand from my past using experience	◯	◯	◯	◯	◯
I consider the country of origin of the brand	◯	◯	◯	◯	◯

7. Product Price *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I prefer buying smartphone during price deduction period only	◯	◯	◯	◯	◯
I compare prices of other brands before I choose one	◯	◯	◯	◯	◯

8. Social Influences *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I usually consult my friends when buying a smartphone brand	◯	◯	◯	◯	◯
I love to have the same smartphone as my family members	◯	◯	◯	◯	◯
My friends always persuade me to buy the same phone as theirs	◯	◯	◯	◯	◯

9. Purchase Intention *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I will use smartphone regularly in the future	◯	◯	◯	◯	◯
Purchase Intention then takes me to final purchase of the brand	◯	◯	◯	◯	◯
I intend to start/continue using smartphone in the future	◯	◯	◯	◯	◯