AN INTEGRATED MODEL FOR PREDICTING BUYING BEHAVIOR OF YOUNG SMARTPHONES CONSUMERS

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Abstract: *The study has been conducted to explore, identify and develop a model for predicting buying behaviour of young Smartphones consumers. The earlier researches explicate the involvement of individual factors and environmental factors in the purchase decision of mobile handset. Smartphone consumers particularly youngsters are very selective in the purchase of the smartphones and their purchase is driven by factors like functionality, product positioning and psychological facets. The Smartphones industry has witnessed a fast technological development through its inception; it was always a challenge for the manufacturers to predict the future demand. The current research is conducted in two phases, in the first stage Exploratory factor analysis using Principal axis factoring and in second phase Confirmatory factor analysis using Structural equation modelling. The results of the study indicate that the most important parameters for predicting buying behaviour are Brand Name, Advanced Value Features and Physical Appearance.*

Keywords: *Buying Behaviour, Smartphones, Youth, Functionality, Psychological Facets, Product Positioning*

INTRODUCTION

[*]India's share in the number of mobile users globally is rising, with the country accounting for 11.61 per cent of the world's 6.8 billion users in the first quarter of 2014. According to Hong Kong based market research firm Counterpoint, the Indian mobile phone market is estimated to surpass that of Japan's by 2014 end, reaching the US$ 10 billion mark.[**] The Smartphone market has grown at a remarkable rate of 89 per cent year-on-year in 2013 in comparison to 2012. [***]Consumers are increasingly owning multiple devices, using the older devices for data back up or using separate devices for work and personal use. Consumer buying behavior in this rapidly growing market is governed by both hedonic and utilitarian aspects of product performance (Babin, Darden, & Griffin, 1994). Information processing

before the purchase decision to evaluate the specific product attributes is also accompanied by the hedonic consumption aroused by multisensory images, fantasies, and emotions in consumers (Zsuzsa Deli-Gray et al., 2011). The study focuses on the determinants of choice in urban youth in the National Capital Region (NCR) for a high involvement product, that is, mobile handset.

Background: Determinants of Consumer Buying Behavior of Smartphone

According to Fishbe in Behavioral Intention Model, two dominant factors influence the consumers' purchasing intent towards a certain product firstly being the consumers' attitude based on the comprehensive cognition with the second factor being the habit of the reference group of the consumer (Fishbein et al., 1975). Smartphones were chosen for the context of the study owing to their high involvement nature and their very high rate of ownership telecommunication market, and their very high rate of ownership (Goode et al., 2005).