



**Business School**

**MSc International Business & MBA (Graduate)**

**Management Dissertation**

**MBA (Saegis Campus – 2020/2021)**

<b>Program:</b>	<b>Master of Business Administration</b>
<b>Cohort:</b>	<b>5</b>
<b>Module:</b>	<b>Management Dissertation</b>
<b>Module Code:</b>	<b>MSCMB4DSS</b>
<b>Name:</b>	<b>Keerthisinghe Mudiyansele Chandrananda Kumara Keerthisinghe</b>
<b>Student Number:</b>	<b>100021847</b>
<b>Supervisor's Name:</b>	<b>Dr. Sajitha Dishanka</b>
<b>First Submission/Resubmission (circle as appropriate)</b>	<b>Final Submission</b>
<b>Submission Date:</b>	<b>31<sup>st</sup> August 2021</b>
<b>Word Count:</b>	<b>12005</b>

**Research Topic: “To identify how country-of-origin and brand reputation affect to the consumer purchase intention on mobile phones in Sri Lanka”.**

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## List of Acronyms

AVE	Average Variance Extracted
GSP	Global Positioning System
ICTA	Information and Communication Technology Agency
PDA	Public Displays of Affection
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
TRCSL	Telecommunications Regulatory Board of Sri Lanka
USA	United States of America



## **Abstract**

This thesis gives insight in to the mobile phone market industry in Sri Lanka. Mobile phone manufacturers and marketers are facing hyper competition in Sri Lanka as well as globally. Mobile phone marketers should have clearly idea about the factors which are affecting to consumer purchasing intention. In this thesis I have obtain 2 factors such as country of origin and brand reputation as independent factors to analysis the significant of the consumer purchasing intention of the smart phone. Primary data was obtained using a questioner, and the data was analyzed in MS Excel, SPSS and SmartPLS3 software using the descriptive statistic technique.

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# 1. Chapter 1: Introduction

## 1.1 Background of the study

### Importance of the mobile phones for uses

Mobile phone calls may be made and received from and to other cellular networks and landline telephones across the world. Every mobile phone has a cellular network subscription that connects it with a mobile network operator, which makes it easier for free communication. Mobile phones are more utilized than only phone calls, especially modern mobile phones. Smart phones can use for a wide range of communication services including: text messaging, sending and receiving emails and voicemail messages, access to the Internet, MMS interactive games and Bluetooth/USB connectivity, Wi-Fi, music players and GPS connectivity, etc. People use their cellphones for internet surfing, social media, emails, online shopping, navigation, and a variety of other activities, rather than for phone conversations.

As stated by Kingston (2021), The demand of many persons throughout the world has become imperative for cell phones. The ability of mobile phones to interact and email with family and business connections is becoming increasingly crucial for many reasons. Today modern technology mobile phones are able to receive and make phone calls as well as to store data, take images and even walkie talks to mention few of the functions accessible.

When mobile phones debuted to the public first, they were big and expensive, and some even required a basic unit to be placed next the phone. Great reception was a major challenge and only in regions where the signal was particularly strong were early mobile phones. With the development of technology, the problem with the use of cell phones got more complicated. Mobile telephone coverage has significantly increased now as a result of the use of satellites and wireless technology. As mobile phones improved and grew simpler to use, their significance increased.

Mobile phones are a wonderful way to stay in touch and to provide the user a sense of security. In an emergency, a cellular phone is available to help you quickly, maybe to save lives. However, the importance of cellular phones goes far beyond personal security. The Internet is connected by modern mobile phones, images and data are forwarded and received and some of them have GPS technology that can be utilized in every corner of the world and enables a cellular phone or the

user to be found in case of a loss or an emergency. With wireless advances, mobile phone coverage has become reliable and high quality. Fantastic cellular packages and promotions are given by wireless service carriers. The consumer of cell phones no longer has to locate a reliable service provider to fight for. The growth of the wireless service provider company gives customers of mobile phones with more alternatives and more competition has led to cheaper prices for mobile phone services. Mobiles have a far greater worth than they can make and receive telephone calls.

Users may quickly transmit their data to their homes and offices, check vital email, use your phone as a PDA or calendar, and save pictures easily downloadable from a PC or laptop. Mobile phone companies have developed many cellular telephones, with worldwide markets costing between very little and much over one thousand dollars. Users can acquire a basic cell phone to use for calling merely or for a complex, technologically advanced mobile phone to perform as many duties as a home computer, if not more. Due to its increasing importance, cell phones have become an almost necessary need for most persons in the past decade. Even the remote and poorest countries have access to mobile technologies and wireless services. The increasing importance of mobile phones in the wireless carrier industry has increased competition and resulted in both cheap and easy-to-use mobile phones. In addition to the convenience and security that they give, mobile phones have practically become a status symbol.

## **1.2 Justification the Choices of Issue**

In Sri Lanka's mobile phone usage industry has a grown since 1989. According to telecommunications regulatory commission of Sri Lanka (2014) in 1989, the first generation of cellular telecommunications networks is launched. According to the Central bank annual report (2020), The country's Telecommunications Industry was the key to sustaining numerous critical economic activities, despite mobility limitations and medical legislation established to fight the spread of Covid -19. Despite domestic restrictions on travel and on-person attendance measures on public health, the innovative services supplied by the telecommunications firms have allowed activities in many critical industries such as bankers, healthcare, education, retail and public administration to continue to a significant extent. As the requirement for a quick transition from physical platforms to telecommunications services has increased, the number of telephone connections has increased significantly. The number of mobile telephone connections has fallen.

Item	2019 (a)	2020 (b)	Growth Rate (%)	
			2019 (a)	2020 (b)
1. Fixed Access Services (No.) ('000)	2,300	2,613	-7.4	13.6
Wireline Telephones in Service	1,245	1,246	2.4	0.1
Wireless Local Loop Telephones	1,055	1,367	-16.8	29.6
2. Mobile Phones (No.) ('000)	32,884	28,739	1.1	-12.6
3. Internet connections (No.) ('000) (c)	13,408	17,524	26.9	30.7
4. Public Pay Phones (No.)	476	461	-77.7	-3.2
5. Penetration (d)				
Fixed Lines	10.5	11.9	-8.0	13.0
Mobile Phones	150.8	131.1	0.5	-13.1
Internet (c)	61.5	79.9	26.2	30.0

(a) Revised  
 (b) Provisional  
 (c) Including mobile internet connections  
 (d) Defined as connections per 100 persons

Sources: Telecommunications Regulatory Commission of Sri Lanka  
 Department of Census and Statistics

Figure 1: Performance in the telecommunications sector 2019 – 2020

Increasing the use of the internet has been achieved with the creation of 'home-work agreements' and constraints on mobility. Because people have been restricted to their homes during the pandemic, internet use for work, education, shopping, banking and leisure has increased dramatically. This would result in a total rise of 30.7 % for 2020 in total internet links comprising mobile and fixed internet connections. During the whole year, the consumption of data surged dramatically, followed by a second surge in the second wave in October-November during the country-wide lock-down in March and April. Despite the readiness of the industry to move from 4G to 5G services, worries concerning internet quality in Sri Lanka have been highlighted. Continuous investment in existing network infrastructure might help to resolve quality issues. This is crucial as the digital economy speeds up.

Given the necessity to improve telecommunications services in a pandemic, a large number of actions to actively guide the sector during 2020 have been initiated by Sri Lanka's Telecommunications Regulatory Board (TRCSL) and ICTA.

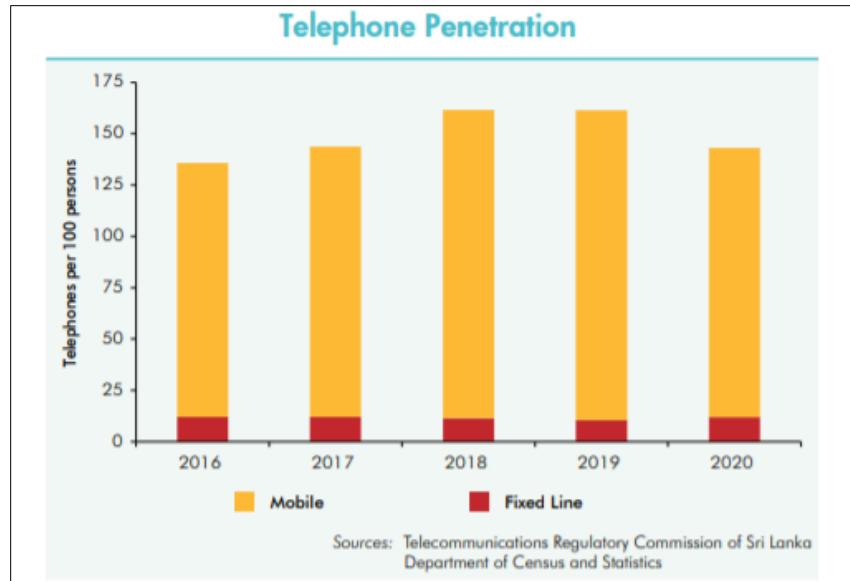


Figure 2: Penetration of Sri Lanka telephone

The TRCSL started the idea of “Gamata Sannivedanaya” to identify the unserved and underserved 4G/Broadband coverage regions in the country. In addition, the TRCSL has allowed numerous special price plans of various operators across the whole region, given increased demand for the internet data quantities at cheap cost to work from the home and for study-from-home arrangements. However, because there is a shortage of Internet and broadband availability, the access to online education is quite difficult for school pupils in many distant regions. This requires the government’s island-wide digitalization plan to take remedial measures. The TRCSL is also working on new projects which will suit shifting economic needs, such as portability of mobile numbers and the expected 2021 Internet packages.

According to the (statista, 2021) Samsung is taken 43% market share and it is leading mobile brand in Sri Lanka (refer appendix 2). But their many other brands available in the Sri Lankan market. Those are mainly categorized in following way.

No.	Brand	Market share %	Country of origin
1.	Samsung	43.07	South Korea
2.	Huawei	23.41	China
3.	Apple	11.52	USA
4.	Oppo	5.89	China
5.	Xiaomi	4.27	China
6.	Nokia	3.72	Finland

7.	Mobicel	1.54	South Africa
8.	LG	0.96	South Korea
9.	HTC	0.95	Taiwan
10.	Oneplus	0.74	China

*Table 1: Mobile brands market share in Sri Lanka*

In modern business world majority of mobile phones are made in China. Because of they acquired the economics of scale in many areas. As some brands country of origin is different but the product is assembled in China. But in Sri Lankan market there are 34.31% of market share acquired in direct chines brands; Huawei, Oppo, Xiaomi and Oneplus. South Korean products Samsun and LG taken 44.03% market share from Sri Lankan market. In USA and Finland origin-based product have less percentage comparatively. This study also aimed to identify whether country of origin is an equally important marketing approach for marketing brand usage in a developing economy such as Sri Lanka.

**Aim of the research; is to find impact of brand reputation and country of origin, factors effect on consumer purchasing intention on mobile phones in Sri Lanka.**

### 1.3 Identify:

- (a) Background area of study: Mobile phone
- (b) Focal area of study: Consumer purchase Intention
- (c) Researchable context: Brand reputation and country of origin

### 1.4 Research Objectives

#### Main objective

- To identify how the impact of country-of-origin and brand reputation affect to the consumer purchasing intention on mobile phones.

#### Sub objectives

- To identify the most critical factor affecting to the consumer purchase intention of mobile phone.
- To identify mobile phone sells market in Sri Lanka (most popular smart phone brand).

- To identify the methods to improve for increase smart phone sales in Sri Lanka.
- The analysis aims to decide why people purchase smart phones: are they driven by a need or a desire?

## **1.5 Rational For Study**

In modern lifestyle, majority of people are using a mobile phone. in Sri Lankan market, there are many brands of mobile phones have available in the market in different range of prices. Some people are using low-cost mobile phones and some are using high-cost mobile phones. In this study is to develop a quantitative understanding on how Sri Lankan customer mind is floating towards purchasing intention, depend on brand reputation and country of origin on mobile phones. This study hopes to give a recommendation to mobile phone companies to compete the suitable way to address the consumers on their product and made a decision which products are best options for make a profit on Sri Lankan market.

### **1.5.1 Mobile Phone Technology Development**

Mobile telephone and technology development has a lengthy history of invention and development because of changes in customer demands and priorities. Mobile devices have one of the highest adoption rates in contemporary history for any technology. In today's competitive mobile telephone industry, manufacturers continue to discover competitive advantages and distinctions to encourage consumers rather than competitors to choose their brand. Several studies were done to determine the characteristics which allow consumers in comparison with their rivals to impact the customers' purchase intention.

Nowadays cheaper smart phones are also available in the market. But why people intention towards expensive smart phones? Price, quality, brand, country of origin, marketing, sales, word of mouth etc. could be several factors that a consumer may think before buying a Smart phone. The research is trying to find out country-of-origin and brand reputation affect to the consumer purchase intention on mobile phones in Sri Lanka. Because Sri Lanka is a fantastic place to launch and market new mobile brands.

There are several brands of mobile phone with different ranges of prices on Sri Lanka market. It is therefore important that with the growing market demand for mobile phone specifications (ex;

headsets, back covers, safety glass for the mobile phone display etc.) in Sri Lanka, manufacture and marketers understand the future purchases intention of consumer in order to produce and market mobile phone. That meet consumers taste for profitability. consumers prefer one brand over another brand for mobile. In a world dominated by the increasingly interchangeable products and services offering trademarks play an increasingly important role in consumers intention. Positive attitude and preference for the brand to repeat purchase are creating long-term customer relationship. The reputation of the brand that believes customers have the capacity to provide a favorable preference and lead to frequent purchases and long-term business-consumer relationships.

### **1.5.2 Demand for the Mobile phones in the world**

Regardless of the smartphone's high prices, there is still an increase in demand. Advanced technology has certainly been instrumental in bringing people to smartphones. It's true. Many Smartphones, such as Apple, Nokia, Samsung, HTC, Oppo, Huawei, have been released on the market. Another element in people's smart phone ownership is brand. Other marketing and speed variables can affect the behavior of smart phone buyers in addition to technology and branding. Furthermore, the price of the appliance affects the intention of purchase. All of these aspects encouraged users to examine mobile telephone usage. As part of this research, the researcher is interested in how country of origin and brand reputation factors can affect purchase intention, especially when consumers buying a mobile phone.

If companies want to control their competition, they need to understand how consumers decide to buy a smart phone, or consumer purchase intention towards for mobile phones. The present study aims towards providing insights for consumer purchase intention towards smart phones so that it can help companies in deciding type of smart phones to be introduced in the market. This has transformed the competitive situation on the market, as Samsung and others formerly took Nokia's leading position. The stakeholders in the smartphone business therefore realized, with a reduced product life cycle, that analyzing intention to purchase mobile phones needs to become a regular function. With virtually every single company that launches more than 10 models each year, the rate of introducing new models / features into the existing series or establishing new series in smart phones increased dramatically. For example, generally in each of Apple's, Xiaomi's, Samsung's, or OnePlus' existing series across the world, at least 1-2 new devices are released each year.

## **2. Chapter 2: Literature Review**

### **2.1 Background literature**

#### **2.1.1 Consumer Purchase Intention to Mobile Phone Products**

The research which the study will be based on the impact of country-of-origin and brand reputation effect to the consumer purchasing intention. According to (Cooray & Harshana, 2019), cell phones, which were once rare in many developed countries at the turn of the century, today tend to be commonplace. The number of mobile phones in use worldwide increased from less than 1 billion in 2010 to about 9 billion in 2018. Consumer segmentation, according to the majority of marketing researchers, is the process of grouping consumers based on their resemblance to a certain product category. According to the findings, marketers must understand the impact of demographic factors on the purchasing appraisal criterion for cell phones in the Sri Lankan market.

According to Encyclopedia Britannica (2021), an American engineer Dr. Martin Cooper who led the team that 1972-73 build the first mobile cell phone and made the first cell phone call (refer appendix1). Due to improvements in customer expectations and priorities, the production of mobile phones and technology has a long tradition of creativity and progression. This is 21<sup>st</sup> century. Mobile phones have high demand. There are different branded mobile phones available in the market from different country of origin; based technology. Cell phones had one of the highest penetration rates of any technology in recent history as a result of these advances.

Sri Lanka is an excellent location for launching and marketing new mobile phone brands. On the Sri Lankan market, there are a number of brands and sizes of mobile phones available, each with a different price range. Manufacturers continue to struggle in today's tough cell phone industry to find more competitive advantages and gaps to encourage customers to choose their brand over their competitors. The manufacturing companies are providing different technologies (ex; Android, iOS) designs, apps. The key factors affecting to purchasing decision are price, quality, marketing strategies, brands and country of origins. Even cheap smart phone products are available in the market. In Sri Lanka, there are verity of mobile phones available in the market and mobile phone usage is more than the population of the country. According to the GSMA Intelligence



report (Jain, et al., 2013), 40%-50% of people own a mobile phone in Sri Lanka. Despite the fact that, this is higher than South Asia (30%) and the developed world (40%).

The aim of this review is to learn more about, according to the research above mentioned the sub objective; the analysis aims to decide why people purchase smart phones: are they driven by a need or a desire? And how the it effects to the main objective of the impact of country-of-origin and brand reputation effect to the consumer purchase intention on mobile phones. In order to produce and sell cell phones in Sri Lanka, manufacturers and advertisers must first consider the potential purchasing habits of consumers. That appeals to consumers' desire for profit. In an environment where goods and services are becoming more synonymous, trademarks are becoming more relevant in consumers' purchase intention. Long-term consumer relationships are based around a healthy outlook and a desire for the mobile phones providing companies to buy again their products.

The technology development is improving daily. So, mobile phones technology improvement will affect extremely on old version of mobile phones. So, companies have to identify first how to address the customers on new way for make their lifestyles comfort. So, they have to provide attractive product for compete with other products available in the market. Even they have to find a way for change consumer mind. In south Asian country like Sri Lanka, trying to find which way is better to address the market; product with country of origin or brand reputation. Reason why because most of time middle class income level earners are like to live luxury lifestyle. Because, in any Asian country they are (majority of middle-income earners) one who are think to maintain luxury lifestyle in any condition of economy.

## 2.2 Models

### 2.2.1 The Theory of Reasoned Action / Theory of Planned Behavior

In late 1960s, the theory of reasoned action was founded by Martin Fishbein and Icek Ajzen. The planned behavior theory emerged from the reasoned action theory in 1985. (Hackman & Knowlden, 2014). The Triad is used to identify and connect the host, agent and environment to the TRA and the TPB.

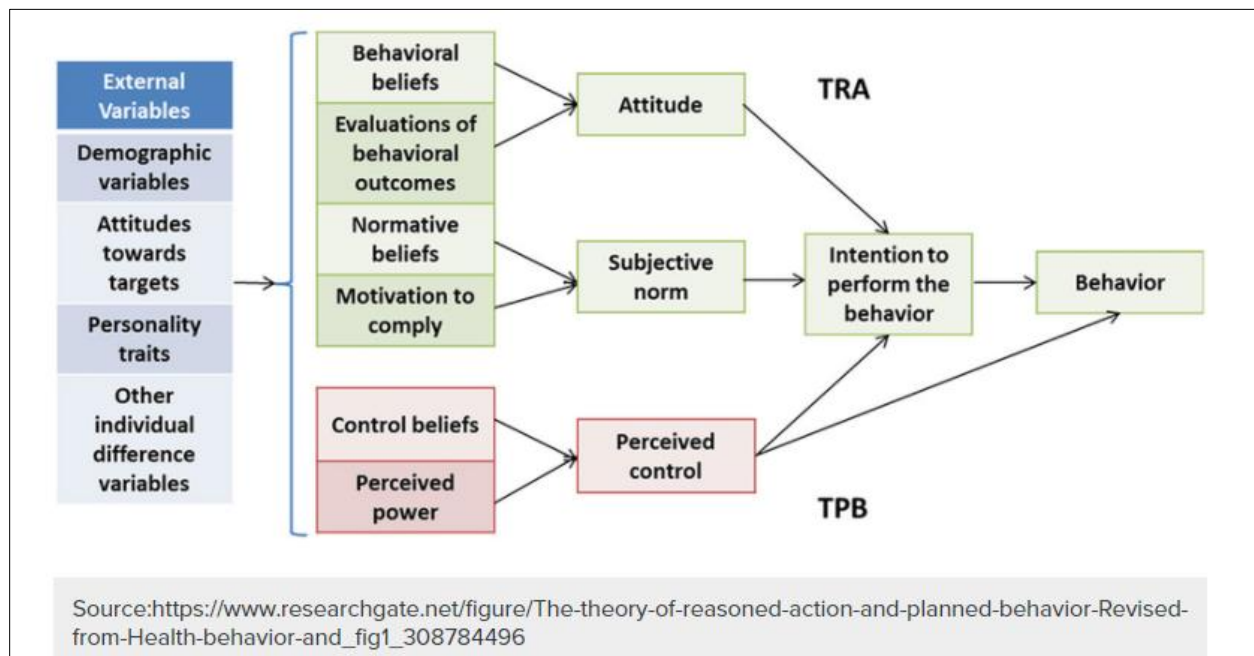


Figure 3: Theory of reasoned action

Reasoned action theory is a behavior theory used to describe and predict attitudes, norms, and purposes-based behavior. The TRA concept includes components such as behavioral beliefs, behavioral outcome evaluations leading to attitudes, normative convictions, a motivation to comply and leading to subjective standards. Both the behavior and the subjective norm contribute to the intention to do the act.

TRA does not take into account people's opinions of their own impact. Planned activity theory offers control, power felt, leading to perceived control, a purpose to perform the activity, and eventually to behavior.

Behavioral convictions lead to a favorable or bad behavior in the host. In assessing the behavioral convictions, the values linked with the result or behavior or the good or negative appraisal of a host are examined. A host's tendency to act in a certain manner is known as his attitude. When the people near the host agree or disagree, it's a normative conviction. The incentive for conformity is to agree on the behavior of the host friends and family. The host's views of society standards or of his colleagues' views on the activity are subjective norms.

All effect behavior on external elements such as demographic features, attitudes towards aims, traits of personality and other distinctions. As mentioned earlier, TRA does not take into consideration the perspective of people about their abilities to manage their conduct. TPB has control faiths or beliefs about factors which aid or prevent the performance of the host. Power perceived means elements that contribute to or prevent behavior. The power of the individual over his actions is called control.

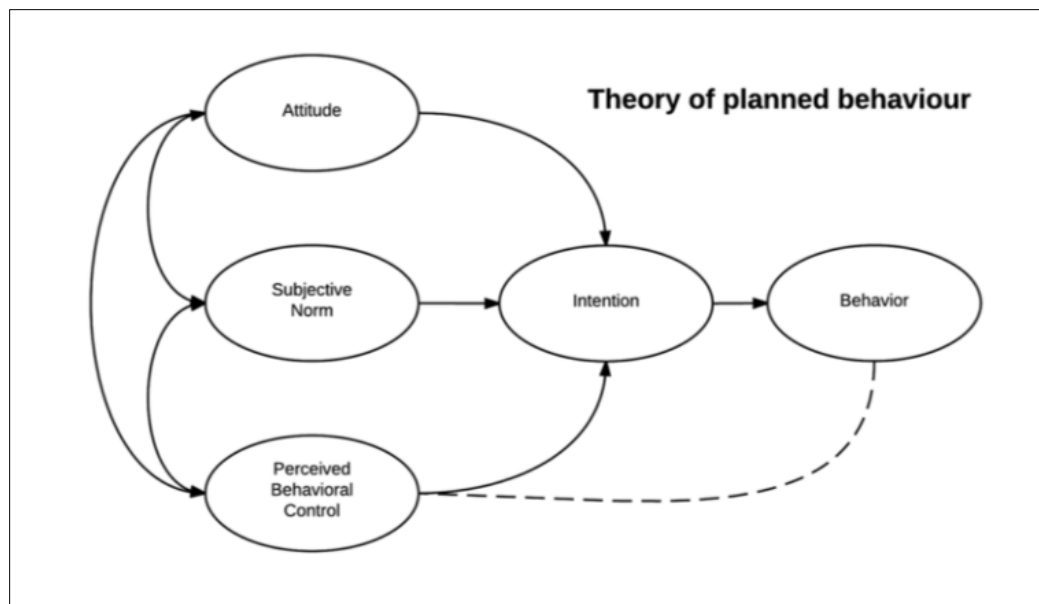


Figure 4: Theory of planned behavior

The theory of the intended behavior affects a person's behavioral intent by integrating his own attitudes and opinions with the perceived control over behavior and the subjective standards of society. This leads to behavior or action.

### 2.3 Theoretical Conceptual Framework

A conceptual framework is a theoretical structure of assumptions, ideas, and rules that unite the ideas that comprise a basic assumption. As dependent variables in this study, two major components are found; country of origin and brand reputation. The consumer's purchase intention is the independent variable. The variables are as follows.

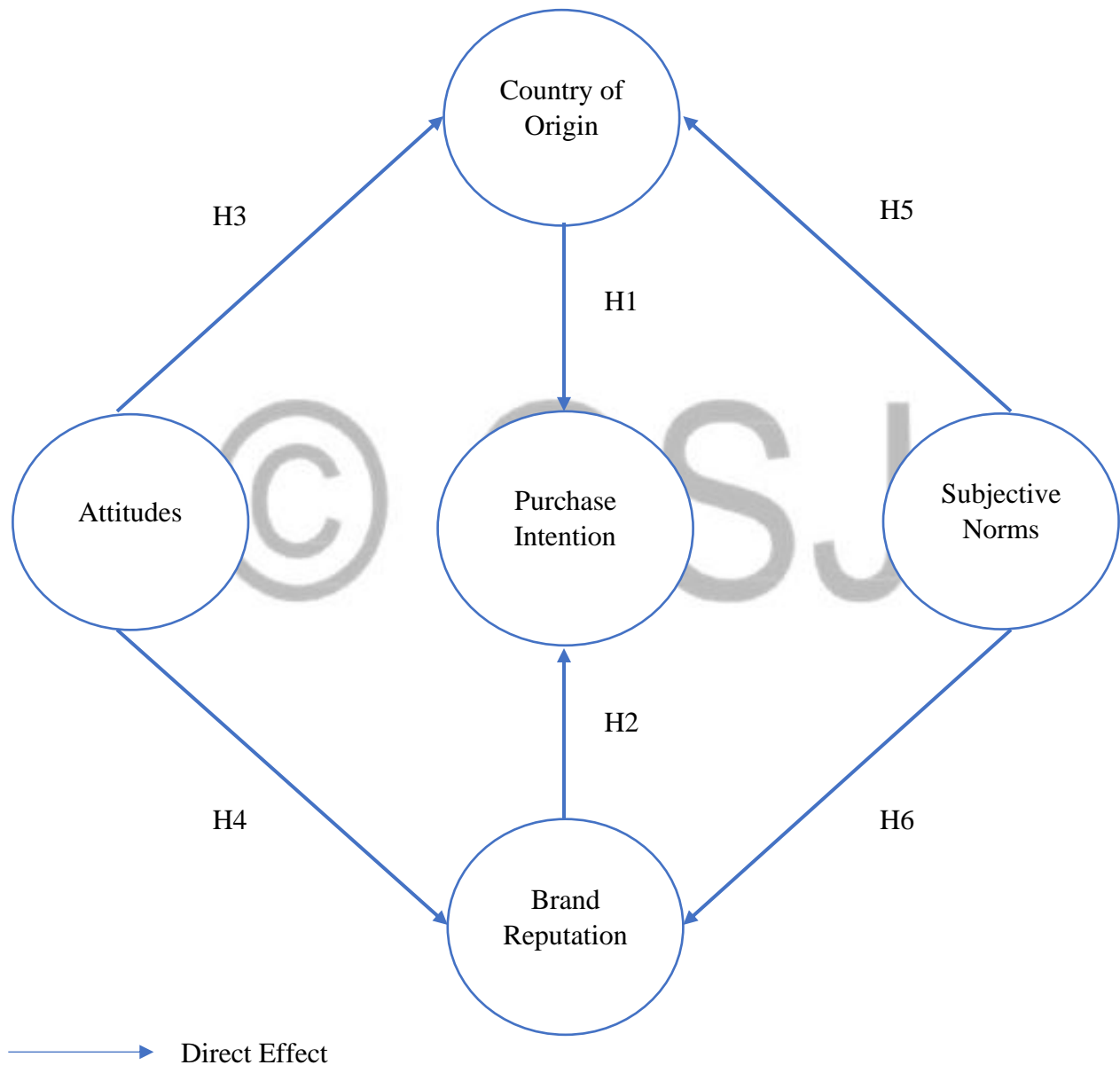


Figure 5: Theoretical framework created by author

**The research is examined using the following hypotheses:**

**Hypotheses 1** – There is a significant relationship between mobile phone country of origin and consumer purchase intention.

**Hypotheses 2** – There is a significant relationship between mobile phone brand reputation and consumer purchase intention.

**Hypotheses 3** – There is a positive effect on consumer attitudes to country of origin.

**Hypotheses 4** – There is a positive effect on consumer attitudes to brand reputation.

**Hypotheses 5** – There is a positive effect on consumer subjective norms to country of origin.

**Hypotheses 6** – There is a positive effect on consumer subjective norms to brand reputation.

### **2.3.1 Country of Origin**

As stated by Alam, et al., (2018), The country of origin is stated as the business people and customers attach an image, reputation, and stereotype to things from a certain nation. Elements such as representative goods, national traits, economic and political origins, history, and customs are generated in this image. Through brand equity, country of origin has a direct influence on brand recognition, brand association, brand loyalty, perceived quality, and purchase choice. In today's global market, a made country or historical origin of the products or brands has a significant effect on its success.

### **2.3.2 Brand reputation**

Brand reputation is the brand's perception and the way consumers, stakeholders, and the broader market regard the particular brand of the firm. The culmination of thoughts and emotions is the client who has experienced, while using the products or services supplied by the firm, in connection with the brand and the customer service. A positive brand reputation indicates that the client has put his or her faith in the brand and its offers, and that the buyer feels good about acquiring the goods and services. The organization's brand reputation is a must-have intangible asset.

Over the last decade, technology has brought about a significant shift in the way we think about and view companies, with every little information at our fingertips thanks to mobile technology that has embraced social media and digital marketing, which has made our lives simpler but also has some risks.

Customers first encountered a brand by visiting a store and engaging in sales and purchases of products and services, but now, with the need of the hour, nearly every brand is available on social media for promotions and market presence, as well as offering customers the option of buying online. Previously, feedback on products purchased and customer service received was given one-on-one, but now it is visible to the entire world; as a result, brands must be increasingly cautious with their every expression, as it directly affects their reputation in the market and in the minds of their customers.

A single tweet by a disgruntled customer or a single remark on Instagram, Facebook, or any of the online forums connected to that specific brand and product may make even the smallest fault in service obvious to the entire globe. As the internet has become the most powerful channel for information with numerous search engines and the transparency that comes with it, there has been a growth in the notion of online reputation management in order to sustain and maintain brand reputation in the virtual world.

With every online expression, public relations strategies, advertising, and all other marketing and promotional tools, brand managers must be proactive with customers. Employees must also receive adequate training and development in order to preserve brand equity and reputation. To maintain and enhance the Brand Reputation, the firm must take a holistic strategy and consider the long-term rather than simply the short-term earnings.

Online social media and digital marketing can be both a blessing and a curse, as there are cases of trolling, infringement, fake identities, and more. However, the catch is that the brand must stay true to its core values of quality, excellent customer service, superior after-sales services, and customer-centricity. In the event of unanticipated difficulties or circumstances, management and brand managers must be flexible and proactive in order to resolve the situation while protecting the brand's reputation. In Sri Lankan market, there are several mobile phone brands available. This study will also look at how the brand reputation of mobile phones affects customer purchase intentions for mobile phones in Sri Lanka.

### **2.3.3 Attitudes**

The degree to which a person has a favorable or unfavorable judgment of the conduct of interest is referred to as attitudes. It includes thinking about the consequences of executing the activity.

Modern world customers are better educated, technologically knowledgeable and aware of the market trends. Their standards are likewise considerably greater than before, given the sophistication of the needs. Consumers' shopping behavior, if there are numerous aspects which can benefit or meet their demands in this current day, are not readily affected and unpredictable. Marketers must grasp the aspects affecting and attracting the consumer. That is why marketers need to comprehend the consumer's attitude.

The first attitude before purchase, consumers are concerning the financial value of the product/some people think second market value of the smart phone. According to the evidence provided by Magnusson et al., (2011), customers correctly identify the home nation of most companies less than half of the time. Which means some consumers are not focus about country of origin and brand when they buy mobile devices.

#### **2.3.4 Subjective Norms**

This is the idea that the majority of people approve or disapprove of the action. It refers to a person's thoughts about whether peers and important individuals in his or her life believe he or she should engage in the action.

#### **2.3.5 Purchase Intention**

Purchase intention refers to the consumer's tendency to make a purchase. Purchase intention expresses a person's propensity to buy a product as well as his or her evaluation of alternative choices based on preference, experience, and external circumstances (Zeithaml, 1988).

### **2.4 Theoretical Methods of Different Buyer Behaviors.**

According to Kotler, et al., (2018), depending upon the goods, purchasing patterns change. Greater purchasers and more buyer contemplation are usually more challenging decisions. There are few types of buying behaviors. Those are complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior and variety-seeking buying behavior.

#### **2.4.1 Complex Buying Behavior**

In complex buying behavior, when customers are committed emotionally in a purchase and see considerable differences between brands their purchasing behavior is sophisticated. If a product is

expensive, harmful, seldom purchased and very expensive, people might be highly involved. The consumer has much to learn about the category of the goods in most circumstances.

This consumer through a process of learning, first gaining convictions about the product and then taking positions before making a thoughtful purchasing choice. Highly engaged product marketers should grasp the information collection and evaluation behavior of their consumers. They must help buyers to comprehend the features and the significance of the product class. You must identify your brand properties by describing and presenting the advantages of the brand in printed advertising materials or through thorough online and video content. They have to convince store workers and the connections of the customer to influence the choice of the consumer's ultimate brand.

#### **2.4.2 Dissonance-Reducing Buying Behavior**

Reduction of dissonance when customers buy something expensive, uncommon or hazardous, they notice little difference between brands. They are interested in buying. If the brand distinction is not visible, purchasers can go elsewhere, but they will find what is available soon. They can mostly respond to a reduced price or easy buying.

Consumers might suffer after-sale dissonance if they observe particular drawbacks of the brand, they have purchased or hear great things about products they haven't purchased. In order to counter this dissonance, the communication from marketers after the purchase should provide information and help make customers feel comfortable about their brand choice.

#### **2.4.3 Habitual Buying Behavior**

If there is minimal connection with the buyer and little marked difference, the usual buying behavior takes place. It is out of habit instead of strong brand loyalty if they continue to achieve the same brand. The bulk of low-cost, commonly purchased items seems to involve consumers little.

In these cases, the conduct of the customer does not follow the regular cycle of beliefs-attitudes. Consumers have not carried out or evaluated extensive brand research. The process of branding includes brand convictions gained by passive learning, followed by a purchase behavior, which can or cannot be followed by an evaluation. Because customers are not heavily involved with any brand, small-scale marketers often use price and sales incentives to promote purchases.



Alternatively, they may add product characteristics or innovations in order to identify their brands and enhance competitiveness.

#### 2.4.4 Variety-Seeking Buying Behavior

Consumers exhibit different purchasing behavior in environments with low consumer engagement but significant perceived brand differentiation. In such instances, consumers frequently switch brands. Brands change not because they are unhappy, but because they want to be more diverse.

In these product categories, marketing methods for industry leaders and small businesses may differ. Through dominant shelf-area, fully stocked shelves, and frequent exposure, the market leader will seek to induce habitual buy behavior. Challenger firms will encourage a broader search by offering lower prices, special discounts, promotions, free samples, and the advertising of something new.

### 2.5 Conceptual Framework of Buyer Decision Process

According to Kotler, et al., (2018), buyer decision process consists of five stages. Those are;

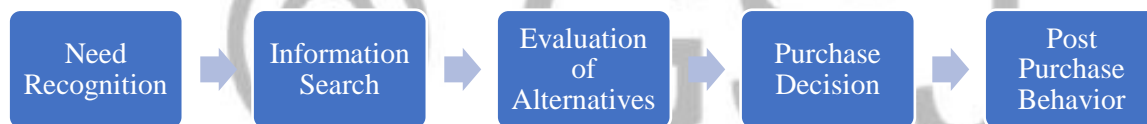


Figure 6: Buyer decision process

The purchase process certainly begins considerably before the actual purchase and continues for a long time after that. Marketers must concentrate on the entire shopping process rather than just the buy decision. Purchasers, on the other hand, may move through the procurement process quickly or slowly. Furthermore, clients frequently skip or reverse some stages of more normal transactions. The character of the customer, the product, and the purchase conditions all have a significant impact.

#### 2.5.1 Need Recognition

A demand for acknowledgement is the first phase in a decision-making process in which the consumer identifies an issue or requirement. The mobile phone marketer should now do research on clients to see what kind of desires and issues are developing, what has led them to this specific product, and how it has brought them to the consumer.

### **2.5.2 Information Search**

The stage in which the buyer is urged to look for further information. The buyer decision-making process. Consumers can acquire information from a variety of sources. Consumers have generally gotten the most information about a product from a commercial source that the marketer controls.

The customer gains a better awareness and knowledge of the various brands and attributes. Mobile phone carriers must create a marketing mix that informs and educates prospects about their brand or location of origin. The customer should be able to identify the information sources and the importance of each source.

### **2.5.3 Evaluation Alternatives**

The stage at which the buyer decides on the use of information by the consumer to evaluate competing brands in the selection process. How customers judge the alternative chosen will vary on the specific consumer and the purchasing circumstances. In diverse situations, consumers make cautious calculations and use logical reasoning. At other instances, some consumers conduct little or no assessment. They choose to buy urges above intuition.

Consumers may opt to buy on their own; others may seek advice from friends, online reviews, or traders. Marketers should examine consumers to understand how brand alternatives with location of origin are truly evaluated. It is possible that the county or brand is the most impacted. Marketers that are aware of assessing methods can take activities to influence the buyer's decision.

### **2.5.4 Purchase Decision**

The buyer's decision on which brand to purchase. At this time, existing customers can focus primarily on brand or area of origin. Throughout the assessment step, the client ranks brands and purchase intentions.

In general, the buyer's purchasing choice is to purchase their preferred brand, whereas purchasing intent and purchasing choice are determined by two elements. The first factor is other people's attitudes. Unforeseen factors of the situation are another factor.

The buyer may have a purchase intention based on parameters such as anticipated income, predicted pricing, and expected product benefits. Unforeseen events, on the other hand, may have an impact on the desire to purchase. For example, the economy may deteriorate, a nearby competitor's pricing may be reduced, or a friend may reveal that he is dissatisfied with the chosen

brand. Thus, prerequisites and even purchase intentions may not always result in a meaningful purchasing decision.

### **2.5.5 Post purchase behavior**

The stage at which customers, based on their delight or dissatisfaction, take extra action after making a purchase. This suggests that the marketer's work does not end after the product is purchased.

How does the buyer determine whether or not the purchase is satisfactory? The solution is found in the relationship between the consumer's expectations and the product's performance. The consumer is unhappy when the product does not meet expectations; the customer is delighted when expectations are met; and the customer is delighted when it exceeds expectations. The wider the This means that salespeople should only give what their brands can supply in order to please customers.

## **2.6 Identify 3 Provisional Research Questions**

1. What influence does the brand reputation have on a buying decision?
2. How country of origin effect on buying decision?
3. Which is the most preferred mobile phone brand, when select a mobile phone?

## **3. Chapter 3: Methodology**

### **3.1 An Overview of Research Methods**

#### **3.1.1 Introduction**

In research, there are two sorts of methods: qualitative and quantitative. Depending on the nature of the study and the problem that the researcher seeks to answer, both research methodologies offer benefits. In studies where in-depth information is obtained through interviewing focus groups, qualitative research is often employed. This research approach allows you to look at the questions in their natural setting. Observe individuals and their interactions to learn about the environment. Quantitative research examines people's thoughts and perceptions. Quantitative research is primarily concerned with statistics and information. Seek hypothesis testing is a term used to describe quantitative research. Which theory is the research's starting point? The creation of hypotheses occurs. Data will be collected and analyzed using statistical tests. According to the theories the findings can be utilized to draw a conclusion. Confirm or reject the idea.

This chapter describes the research method used in the study. The geographical area where the research was conducted, the research strategy, and the findings. A description of the population and sample is provided. This chapter's purpose is to explain the methodological framework that was used to carry out this investigation. This chapter describes the procedures that were utilized to conceptualize, develop, and carry out this investigation. The methodology and techniques used to identify the sample population and participants will be discussed. The data collecting instrument is explained, as well as the processes required to maintain the instrument's validity and reliability.

### **3.2 Design Approach**

The nature of this research is business research related to marketing. As stated by Bryman. A, Bell. E., (2011) The phrase "business research" as refers to academic study on themes vital to business and management that was geared toward social science.

Descriptive and analytical evidence is used to support this study. This philosophy of research has been developed following the post-positivist collection of psychological, behavioral and data.

The study used a quantitative approach. Research is a thorough, objective, systematic method for defining and testing relationships, as well as investigating cause and effect interactions among variables. Surveys can help with descriptive, explanatory, and exploratory research. A descriptive survey design was used to conduct the study. A survey is used to collect unique data in order to characterize a population that is too large to be seen in person. A survey collects data from a group of people by self-report, in which participants respond to a series of questions posed by the researcher.

### **3.2.1 Primary Data**

Primary data are data collected directly by my own efforts engaging with the selected sample from the population. There are several primary data collection methods such as,

- Personal interview
- Panel study
- Observation
- Through a questioner
- Through a respondent schedule

Out of the above mentioned the methods followed by me would be by engagement of direct communication with the current mobile users. It will be through several methods such as direct meeting and interviewing, interviewing via a phone call, handing over a questioner through 'Google Forms' and getting it filled. As of my research I consider that these are the most effective method.

Because of its accessibility and clarity of data, the Internet has been widely utilized for data collecting. However, the following industry-related data was obtained from the outset utilizing a variety of data sources.

### **3.2.2 Secondary Data**

Secondary Data are data which are collected by external sources without the direct involvement of the researcher for the initial collection of data.

- Data and information from

- Company annual reports (Mobile phone providers companies)
- Industry magazines
- Related books, Journals and paper articles
- Through blogs and websites via internet

As for my research I hope to use all the above-mentioned sources, as well as opinions from industry and marketing specialists. The data collected will be as a quantitative.

### 3.2.3 Population

The entire target group for the research or in other words groups who are concerned for the research. As of my research it would represent mobile phone users in Sri Lanka. Which means not all Sri Lankans. People who are already age 15 or more than 15 age peoples using mobile phones. According to central bank report (2020), 143 cellular phone uses per 100 persons. As stated by Statista, (2020) between year 2000 and 2019, the number of mobile subscribers per 100 Sri Lankans increased (refer appendix 3). At the present time perspective of persons mind, mobile phone is using for show up people's different perspectives needs; safety need item, esteem need item or some youngsters show up their self-actualization from their mobile phone brand.

### 3.2.4 Sample Size

$$\text{Sample Size} = \left\{ \frac{z^2 \times P(1 - P)}{e^2} \right\} \div 1 + \left\{ \frac{z^2 \times P(1 - P)}{e^2} N \right\}$$

N = Population size    e = Margin of error    z = z-score

As stated by central bank report (2020), Sri Lankan population statistics is following.

Age distribution	Amount
0-14 year	5,534,000
15-64 year	14,665,000
65 year and over	1,720,000
Total population	21,919,000

Table 2: Population Statistics in Sri Lanka

Basically over 15-year persons are using mobile phones. According to that the sample size of this research is 16,385,000 (14,665,000+1,720,000). According to SurveyMonkey sample size calculator to calculate the sample size, I used the following data to; population size is 16,385,000, confidence level 95% and margin of error is 5%. According to that, sample size is 385.

I prefer convenience sampling for this study. This study's population consists of more than 300 participants of mobile phone users. However, due to the unavailability and difficulty in reaching clients, I collected to gather data from 203 participants. The Covid-19 has the additional effect of restricting the number of persons.

### **3.2.5 Sampling Method**

Non-probable sampling category using judgment sampling and snow ball sampling. I Have chosen judgment sampling because it will be effective and efficient in getting opinions from people that I judge who have a real interest or have a willingness to shift/use to mobile phones. I have used snow ball sampling to get respondents with same interests as the respondents I encountered with.

## **3.3 Data Collection and Analysis Method**

### **3.3.1 Questioner and Interview Method**

Create a Google Form questioner for more effective because of physical interaction is high risk due to the pandemic period, and it is effective due to more time consumption for a single interview. 43 questions are asked by the questioners on a fascinating approach to answer them through Google Forms, which doesn't take much time to answer it.

### **3.3.2 Analysis Method**

After data collection, it was processed using a questionnaire in the selected sample to decrease it to a fair proportion. The acquired data will be analyzed using the software MS Excel and SPSS. The data collected in the surveys was properly tracked and delivered to the SPSS software. It makes use of a 5-point scale. The Likert scale was used to offer most answers to questions, with scores ranging from 1 to 5. with 5 being strongly agreed, 4 being agreed, 3 moderates, 2 disagreeing, and 1 disagreeing significantly.

**Strongly agree** – This means customers who answered to this option has strongly agreed with the given question.

**Agree** – This means customers who answered to this option have agree with the situation but less than strongly agree level.

**Moderates** – This means customers who answered to this option have neither agree or disagree with the question.

**Disagree** – This means customers who answered to this option have can't agree with the situation given.

**Disagreeing significantly** – This means customers who answered to this option has strongly disagreed with the given question.

The data collected from the generated questionnaires was processed and analyzed using extremely formal research analysis and presentation processes.

Researchers use median frequency measurement and trend (for ex: median, arithmetic, and mode) in descriptive statistical tools to compare and analyze data and quantify variation (for example, standard deviation, variance and range). The data is presented in a tabular and graphic format to allow for easy comprehension and correct evaluation of the data gathered.

### **3.4 Scope and Limitation**

1. Scope of the research is limited to the 100 mobile phone users.
2. Total area covered limited to Sri Lanka.
3. All the information collected during two weeks.
4. The questioner given only to the people who use mobile phones.



### 3.5 Measurement

Construct	Item	Wording	Reference (adapted from)
Country of Origin	COO_01	I believe that the country of origin will motivate consumers to purchase a specific smart phone product.	(Alam, et al., 2018)
	COO_02	Before purchasing a smartphone, I pay special attention to the brand country of origin.	(Magnusson, et al., 2011)
	COO_03	Country of origin is an important marketing tool for mobile phones.	(Pappu, et al., 2006)
	COO_04	I believe that the most important thing to remember when purchasing a phone is the country of origin.	
	COO_05	If a country of origin of the mobile phone providing company (historical background) is strong, it has a significant effect on purchase intention.	
Brand Reputation	BR_01	I believe that the brand of a smartphone will motivate consumers to purchase a specific brand.	(Ahmad, et al., 2015)
	BR_02	Before purchasing a smartphone, I pay special attention to the brand reputation.	(Dunuwille & Pathmini, 2016)
	BR_03	Brand name is an important marketing tool for mobile phones.	
	BR_04	I believe that the most important thing to remember when purchasing a phone is the brand.	
	BR_05	If a brand's reputation is strong, it has a significant effect on purchase intention.	
Attitudes	ATT_01	Before purchasing a phone, I gather information from friends and other sources.	(Azam & Lubna, 2013)
	ATT_02	I believe that social considerations have a significant impact on a customer's intention to purchase a cell phone.	(Ismail, 2012)
	ATT_03	If a well-known celebrity or model embraces a mobile phone, I buy it.	(Khan, et al., 2014)

	ATT_04	I just purchase a smart phone brand if my friends and family suggest it to me.	
	ATT_05	Do you believe the price is the most important thing to remember when purchasing a smart phone?	
Subjective Norm	SN_01	Before purchasing a smart phone, I strongly believe we should understand social trends.	(Azam & Lubna, 2013)
	SN_02	Before purchasing a smart phone, I consider brand recognition above all else.	(Dunuwille & Pathmini, 2016)
	SN_03	Rather than any other consideration, I consider the country of origin before buying a smartphone.	(Kivetz, et al., 2004)
	SN_04	When it comes to purchasing a mobile phone, I am more concerned with the after-sale service.	(Lazaroiu, et al., 2020)
	SN_05	When it comes to buying a cell phone, the most critical thing is the quality of the features.	
	SN_06	When it comes to purchasing a mobile phone, I am very concerned with social impact.	
Purchase Intention	PI_01	I always look for special offers when buying smart phone.	(Khan, et al., 2014)
	PI_02	I only buy smart phone with warranty protection.	(Isaid & Faisal, 2015)
	PI_03	If product quality is high, I buy that model even the price is high.	(Lazaroiu, et al., 2020)
	PI_04	Product quality is the critical factor to select a smart phone model from various brands.	(Yeh, et al., 2016)
	PI_05	I think price can always determine the value of the mobile phone.	

Table 3: Measurement

### 3.6 Summary

The third chapter is primarily concerned with the methods utilized for data collection and analysis. Qualitative research is frequently used in studies that collect in-depth data through interviewing focus groups. This research method helps you to examine the questions in their natural context. Learn about the environment through observing people and their interactions. A sample exam is used to validate the reliability of the questioner. The questioner was distributed to 10 persons, and the Cronbach's alpha value was computed. Because they are internally consistent, I used all of the Likert scale objects without dropping any of them.

A convenient sampling approach was used, with a total sample size of 100 people. People that utilize a smart phone make up all of the participants. SPSS software and MS Excel are used to analyze the data. Statistical synthesis allows statistical procedures like correlation analysis to be used. This project allows you to evaluate and comprehend data in a digital format. A statistical approach can be used to improve the numerical data and format it to support the conclusion. Statistical measurements aid in the discovery of correlations between variables and issues. Finally, the scope and limitations are outlined.

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## 4. Chapter 4: Presentation of Findings

### 4.1 Data Presentation and Analyze

#### 4.1.1 Introduction

This chapter aims to interpret data collected through the survey questionnaire and analyses the results together with the researched theories. Also included is a summary of the findings based on the study's goals and objectives Processing the data and presenting the conclusions using charts and graphs was done using Microsoft Excel, SPSS, and SmartPLS3. Quantitative data is the raw form of data that needs to be processed and turned into information.

As the technique through which data is transformed into valuable knowledge to uncover the underlying causes behind the issue, data collection and analysis are at the heart of research. Early on in the research process, the data gathering technique must be selected, and then follows analysis, or the interpretation of data. As a result of data selection, an analysis is the process of building a clear image in your reader's mind.

### 4.2 Descriptive Statistics

#### 4.2.1 Demographic Profile Analysis

The demographic variables of the research findings are presented in the following tables.

##### 4.2.1.1 Gender

Question 1 - Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	122	60.1	60.1	60.1
Female	81	39.9	39.9	100.0
Total	203	100.0	100.0	

Table 4: Gender analysis

According to the overall demographic profile of the respondents, both males and females participated in the study. According to the data above, 60.1 % are male, while the remaining 39.9 % are female.

#### 4.2.1.2 Age

##### Question 2 - Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 18 years	4	2.0	2.0	2.0
18 - 25 years	90	44.3	44.3	46.3
26 - 35 years	72	35.5	35.5	81.8
36 - 45 years	21	10.3	10.3	92.1
46 - 55 years	8	3.9	3.9	96.1
Above 55 years	8	3.9	3.9	100.0
Total	203	100.0	100.0	

Table 5: Age analysis

According to the age profile of the respondents, majority of them (44.3%) are 18-25year age group and 26-35year age group have 35.5% respondents. According to that data 79.8% of respondents are between age 18-35year.

#### 4.2.1.3 Education Level

##### Question 3 - What is the highest level of education you have completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A/L	34	16.7	16.7	16.7
Diploma	57	28.1	28.1	44.8
Degree	75	36.9	36.9	81.8
Professional Post Graduate	37	18.2	18.2	100.0
Total	203	100.0	100.0	

Table 6: Education level analysis

According to the education level of the respondents, majority of them (36.9%) have a degree and 28.1% of them are in diploma level and 18.2% of them are professional post graduate.

#### 4.2.1.4 Occupation

##### Question 4 - Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unemployed	38	18.7	18.7	18.7
Educationists	28	13.8	13.8	32.5
Technicians	5	2.5	2.5	35.0
Businessman/Entrepreneurs	30	14.8	14.8	49.8
Professionals	63	31.0	31.0	80.8
Other occupation	37	18.2	18.2	99.0
Retired person	2	1.0	1.0	100.0
Total	203	100.0	100.0	

Table 7: Occupation analysis

According to the occupation of the respondents; 31.0% of them are professionals, businessman/entrepreneurs are 14.8%, 13.8% are educationists.

#### 4.2.1.5 Income Level

##### Question 5 - Which price range do you prefer to buy a smartphone in the future?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below Rs.50,000	78	38.4	38.4	38.4
Rs.50,000 - Rs.100,000	77	37.9	37.9	76.4
Rs.100,001 - Rs.150,000	18	8.9	8.9	85.2
Rs.150,001 - Rs.200,000	27	13.3	13.3	98.5
More than Rs.200,000	3	1.5	1.5	100.0
Total	203	100.0	100.0	

Table 8: Income level analysis

According to the income level of the respondents; majority of them (38.4%) would expenses below Rs.50,000 for buying smart phones in the future. 37.9% them are prefer to buy Rs.50,000 –

Rs.100,000 price range product in the future. 1.5% of least amount of people recorded to more than Rs.200,000 value range of mobile phone products.

#### 4.2.2 General Information Analysis

##### 4.2.2.1 Most consumers using brand

Question 6 - Which brand of mobile phone do you using?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Samsung	56	27.6	27.6	27.6
Huawei	33	16.3	16.3	43.8
Apple iPhone	73	36.0	36.0	79.8
Oppo	10	4.9	4.9	84.7
Xiaomi	15	7.4	7.4	92.1
Nokia	6	3.0	3.0	95.1
LG	2	1.0	1.0	96.1
HTC	2	1.0	1.0	97.0
Other	6	3.0	3.0	100.0
Total	203	100.0	100.0	

Table 9: Most using brand analysis

According to the answers of the respondents; 36.0% of majority of them are mentioned, Apple iPhone is their current using brand. The second highest amount is taken by Samsung 27.6%. 16.3% of people are using Huawei mobile phone. The ratio of all other brands used are less than 10.0% for each one. Xiaomi 7.4%, Oppo 4.9%, Nokia 3.0%, LG 1.0%, HTC 1.0% and Other 3.0%.

#### 4.2.2.2 Do consumers use same brand?

Question 7 - If you are using more than two mobile phones, do you use same brand?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	48	23.6	23.6	23.6
No	155	76.4	76.4	100.0
Total	203	100.0	100.0	

Table 10: Same or different brand

According to the answers of the respondents; 76.4 % of majority are mentioned they are not using same brand, when they are using more than two mobiles. 23.6 % mentioned they are using same brand.

#### 4.2.2.3 Consumers future oriented brand

Question 8 - Which brand do you prefer to buy next time, when you buy a mobile phone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Samsung	49	24.1	24.1	24.1
Huawei	8	3.9	3.9	28.1
Apple iPhone	108	53.2	53.2	81.3
Oppo	10	4.9	4.9	86.2
Xiaomi	9	4.4	4.4	90.6
Nokia	6	3.0	3.0	93.6
LG	2	1.0	1.0	94.6
HTC	7	3.4	3.4	98.0
Other	4	2.0	2.0	100.0
Total	203	100.0	100.0	

Table 11: Future oriented brand analysis



According to the answers of the respondents; majority of 53.2% of people are mentioned Apple iPhone is their future oriented mobile phone product brand. Samsung is the second highest (24.1%) future-oriented brand. The ratio of all other future oriented brand is less than 5.0% for each one. Oppo 4.9%, Xiaomi 4.4%, Huawei 3.9%, HTC 3.4%, Nokia 3.0%, LG 1.0% and Other 2.0%.

**4.2.2.4 Customer preference about made country**

Question 9 - Which country's mobile phone products would you like to buy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid South Korea	33	16.3	16.3	16.3
China	25	12.3	12.3	28.6
USA	103	50.7	50.7	79.3
Finland	20	9.9	9.9	89.2
Taiwan	8	3.9	3.9	93.1
Other Country	14	6.9	6.9	100.0
Total	203	100.0	100.0	

*Table 12: Customer preference about made country*

According to the answers of the respondents; 50.7% of majority people were mentioned they would prefer to use USA made product. 16.3% of them mentioned South Korean made mobile phone products and 12.3% of people preferred made in China products. The ratio of all other customer preferred made countries are less than 10.0% for each one. Finland 9.9%, Taiwan 3.9% and other countries made product preference 6.9%.

#### 4.2.2.5 Most preferred software system

Question 10 - Which following software operating system would you like to operate in mobile phone

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Android	113	55.7	55.7	55.7
iOS	84	41.4	41.4	97.0
Microsoft	6	3.0	3.0	100.0
Total	203	100.0	100.0	

Table 13: Most preferred software system analysis

According to the answers of the respondents; 55.7% of majority people mentioned Android operating system is the most preferred operating system. 41.4% of people mentioned they preferred to use iOS operating system. The Microsoft operating system was cited by the fewest individuals (3.0%).

#### 4.2.2.6 Customers mobile phone using experience

Question 11 - How many years do you using mobile phones?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 5 years	43	21.2	21.2	21.2
6 - 10 years	90	44.3	44.3	65.5
11 - 15 years	39	19.2	19.2	84.7
More than 15 years	31	15.3	15.3	100.0
Total	203	100.0	100.0	

Table 14: User experience

According to the answers of the respondents; 44.3% majority of people mentioned they have 6-10 years mobile phone using experience. Second highest 19.2% of people mentioned they have 11 – 15 years of using experience. 21.2% mentioned 1 – 5 years using experience and 15.3% of them

have more than 15 years using experience. According to the above data nearly 80% of respondents have more than 6 years of using experience.

**4.2.2.7 Consumer purpose**

Question 12 - What is the purpose of using your mobile phone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I feel it is need for me.	173	85.2	85.2	85.2
I desire for smart phones	30	14.8	14.8	100.0
Total	203	100.0	100.0	

Table 15: Consumer purpose analysis

According to the answers of the respondents; 88.2% of people mentioned they feel they need mobile phones. Which means mobile phone is not a special need for anymore in modern society. Only 14.8% of people mentioned they desire for smart phones. According to that, we can imagine those are the only one who think mobile phones are special for their life.

**4.2.2.8 Available mobile phones in one person**

Question 13 - How many mobile phones do you using at hand?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid One	130	64.0	64.0	64.0
Two	57	28.1	28.1	92.1
More than two	16	7.9	7.9	100.0
Total	203	100.0	100.0	

Table 16: Available phones per person

According to the answers of the respondents; 64.0% majority of them use one mobile phone at hand. 28.1% of them using two mobile phones at same time in Sri Lanka. 7.9% least amount of them using more than two mobile phones at same time.

#### 4.2.2.9 Customer’s preference changing period

Question 14 - How often do you switch phones?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Each year	13	6.4	6.4	6.4
2 - 3 years	84	41.4	41.4	47.8
3 - 5 years	64	31.5	31.5	79.3
More than 5 years	42	20.7	20.7	100.0
Total	203	100.0	100.0	

Table 17: Customer preference changing period analysis

According to the responses, the bulk of respondents (41.4%) swap their mobile phone every 2 – 3 years. 31.5% of them change it after 3 to 5 years. 20.7% of them have had their cell phone for more than 5 years. 6.4% of the respondents mentioned they replace their phone every year.

#### 4.2.2.10 Customers last 5 - year experience

Question 15 - How many mobile phones have you used in last 5 years?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	28	13.8	13.8	13.8
2	84	41.4	41.4	55.2
3	43	21.2	21.2	76.4
4	15	7.4	7.4	83.7
More than 4	33	16.3	16.3	100.0
Total	203	100.0	100.0	

Table 18: Mobile phones change in last five year

According to the results, the majority of individuals (41.4 %) utilized two mobile phones in the previous five years. During that time span, 21.2 % of them utilized three phones, while 13.8 %

used only one phone. 16.3 % of them had more than four mobile phones, while 7.4% had four mobile phones.

#### 4.2.2.11 Intention to change the product

Question 16 - What is the main intention to change your mobile phone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Country of origin	10	4.9	4.9	4.9
Brand reputation	26	12.8	12.8	17.7
Technology improvement	153	75.4	75.4	93.1
Design change	4	2.0	2.0	95.1
Social trend	10	4.9	4.9	100.0
Total	203	100.0	100.0	

Table 19: Reason to change the intention

The majority (75.4%) reported that the main reason for mobile phone change is the improvement of device technology, according to the data. According to 12.8% of them, Brand reputation is the main factor for shifting mobile devices. The major request for the replacement of their equipment by all other clients is less than 5.0% each. 4.9% answered that the main objective is to pursue a social trend, while a further 4.9% said that the main aim is to pursue a country of origin. Only 2.0% said that design change is the main focus of the changes to the mobile phone.

#### 4.2.2.12 Consumer satisfaction

Question 17 - Do you satisfice on your current mobile phone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	167	82.3	82.3	82.3
No	36	17.7	17.7	100.0
Total	203	100.0	100.0	

Table 20: Customer satisfaction

The great majority of respondents are satisfied with their existing mobile device (82.3 %), as shown by the survey findings.17.7 % are just dissatisfied with their present cell phones.

### 4.2.3 Qualitative Analysis

#### Conceptual Framework Drawn in SmartPLS

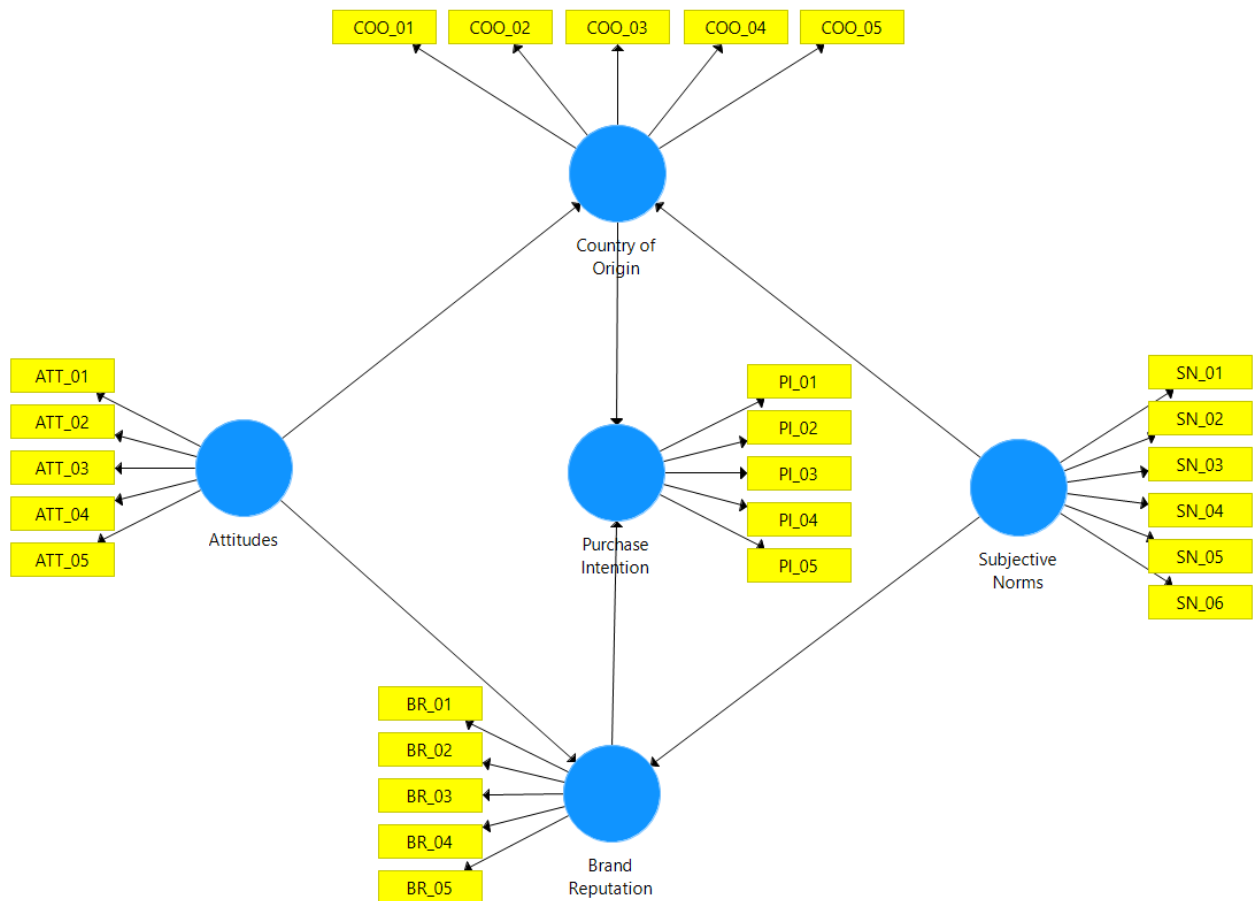


Figure 7: Conceptual framework drawn in SmartPLS

#### Measurement model

The measurement model evaluated the reliability, convergence and discriminative validity of the structure. The research measured 26 articles of five constructs. Standardized factor loading thresholds are acceptable at 0.50.

**Confirmatory factor analysis of original measurement model (Mobile Phones)**

Construct & Indicators	Standardised Factor Loadings (t Values)	Composite Reliability / AVE
Mobile Phones - Attitudes		0.849 (0.564)
Item 01 (ATT_01)	0.869 (35.192)	
Item 02 (ATT_02)	0.839 (25.938)	
Item 03 (ATT_03)	0.832 (22.253)	
Item 04 (ATT_04)	0.803 (15.795)	
Item 05 (ATT_05)	<b>0.154 (1.549) *</b>	
Mobile Phones - Brand Reputation		0.968 (0.860)
Item 01 (BR_01)	0.906 (44.636)	
Item 02 (BR_02)	0.938 (72.365)	
Item 03 (BR_03)	0.946 (77.617)	
Item 04 (BR_04)	0.944 (116.766)	
Item 05 (BR_05)	0.901 (44.578)	
Mobile Phones - Country of Origin		0.948 (0.786)
Item 01 (COO_01)	0.902 (50.047)	
Item 02 (COO_02)	0.923 (80.252)	
Item 03 (COO_03)	0.869 (24.171)	
Item 04 (COO_04)	0.827 (28.332)	
Item 05 (COO_05)	0.907 (58.155)	
Mobile Phones - Purchase Intention		0.949 (0.789)
Item 01 (PI_01)	0.749 (6.759)	
Item 02 (PI_02)	0.932 (7.840)	
Item 03 (PI_03)	0.897 (7.487)	
Item 04 (PI_04)	0.914 (6.630)	
Item 05 (PI_05)	0.935 (7.730)	
Mobile Phones - Subjective Norms		0.971 (0.848)
Item 01 (SN_01)	0.921 (56.071)	
Item 01 (SN_01)	0.917 (67.406)	
Item 01 (SN_01)	0.935 (53.107)	
Item 01 (SN_01)	0.916 (72.561)	
Item 01 (SN_01)	0.899 (30.588)	
Item 01 (SN_01)	0.938 (90.176)	

Table 21: Confirmatory factor analysis - original measurement model

**Confirmatory factor analysis of the final measurement model (Mobile Phones)**

<b>Construct &amp; Indicators</b>	<b>Standardised Factor Loadings (t Values)</b>	<b>Composite Reliability / AVE</b>
Mobile Phones - Attitudes		<b>0.904 (0.701)</b>
Item 01 (ATT_01)	0.866 (32.795)	
Item 02 (ATT_02)	0.838 (25.083)	
Item 03 (ATT_03)	0.837 (22.531)	
Item 04 (ATT_04)	0.807 (15.010)	
Mobile Phones - Brand Reputation		0.968 (0.860)
Item 01 (BR_01)	0.906 (43.032)	
Item 02 (BR_02)	0.938 (75.109)	
Item 03 (BR_03)	0.946 (80.656)	
Item 04 (BR_04)	0.944 (115.696)	
Item 05 (BR_05)	0.901 (42.644)	
Mobile Phones - Country of Origin		0.948 (0.786)
Item 01 (COO_01)	0.902 (56.859)	
Item 02 (COO_02)	0.924 (82.953)	
Item 03 (COO_03)	0.868 (24.564)	
Item 04 (COO_04)	0.827 (29.244)	
Item 05 (COO_05)	0.907 (53.656)	
Mobile Phones - Purchase Intention		0.949 (0.789)
Item 01 (PI_01)	0.749 (7.469)	
Item 02 (PI_02)	0.932 (13.822)	
Item 03 (PI_03)	0.897 (11.156)	
Item 04 (PI_04)	0.914 (14.023)	
Item 05 (PI_05)	0.935 (13.857)	
Mobile Phones - Subjective Norms		0.971 (0.848)
Item 01 (SN_01)	0.921 (57.065)	
Item 01 (SN_01)	0.917 (66.812)	
Item 01 (SN_01)	0.935 (48.852)	
Item 01 (SN_01)	0.916 (71.351)	
Item 01 (SN_01)	0.899 (29.307)	
Item 01 (SN_01)	0.938 (97.682)	

*Table 22: Confirmatory factor analysis - final measurement model*



**Outer Model Factor Loading**

	Attitudes	Brand Reputation	Country of Origin	Purchase Intention	Subjective Norms
ATT_01	-1				
ATT_02	-1				
ATT_03	-1				
ATT_04	-1				
BR_01		-1			
BR_02		-1			
BR_03		-1			
BR_04		-1			
BR_05		-1			
COO_01			-1		
COO_02			-1		
COO_03			-1		
COO_04			-1		
COO_05			-1		
PI_01				-1	
PI_02				-1	
PI_03				-1	
PI_04				-1	
PI_05				-1	
SN_01					-1
SN_02					-1
SN_03					-1
SN_04					-1
SN_05					-1
SN_06					-1

*Table 23: Outer model factor loading*

Standardized factor loads ( $\mu$ ) are between 0.749 and 0.946 for outer models as at Table 21, 22 & 23. Composite reliability (CR) of all constructs and Cronbach's alpha larger than 0.70, meeting constructs' reliability requirement (Straub, 1989). The composite reliability covers rangers between 0.904 and 0.971, while the average extracted variance (AVE) ranges from 0.701 to 0.860. These are considerably over the acceptable value, as stated by Fornell and Larcker (1981) and Hair et al, to fulfil the requirements of the convergent validity of the measurement scales (2014).

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitudes	0.859	0.866	0.904	0.701
Brand Reputation	0.959	0.961	0.968	0.860
Country of Origin	0.931	0.936	0.948	0.786
Purchase Intention	0.934	0.978	0.949	0.789
Subjective Norms	0.964	0.965	0.971	0.848

Table 24: Composite reliability

### **Inner Models and Factor Loadings**

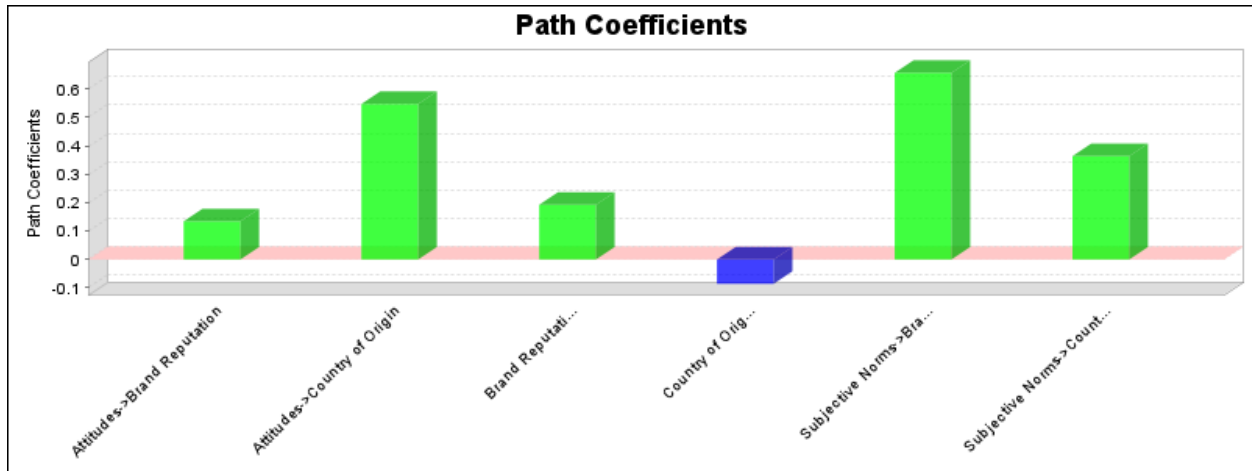
	Attitudes	Brand Reputation	Country of Origin	Purchase Intention	Subjective Norms
Attitudes		0.134	0.548		
Brand Reputation				0.193	
Country of Origin				-0.086	
Purchase Intention					
Subjective Norms		0.657	0.364		

Table 25: Inner Model

	Attitudes	Brand Reputation	Country of Origin	Purchase Intention	Subjective Norms
Attitudes	1		1		
Brand Reputation		1		1	
Country of Origin			1	1	
Purchase Intention					
Subjective Norms		1	1		

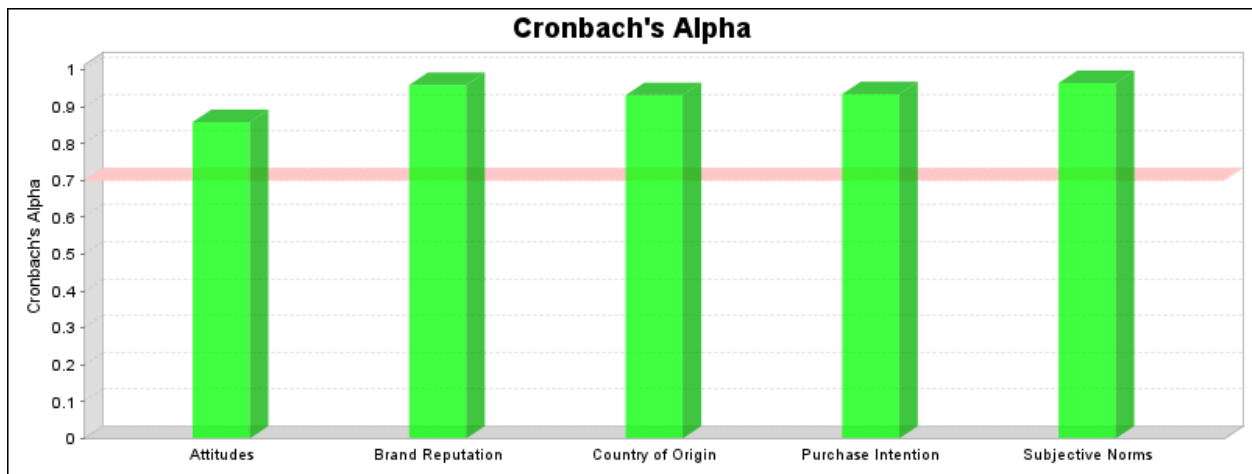
Table 26: Inner Model Factor Loading

### Path coefficients

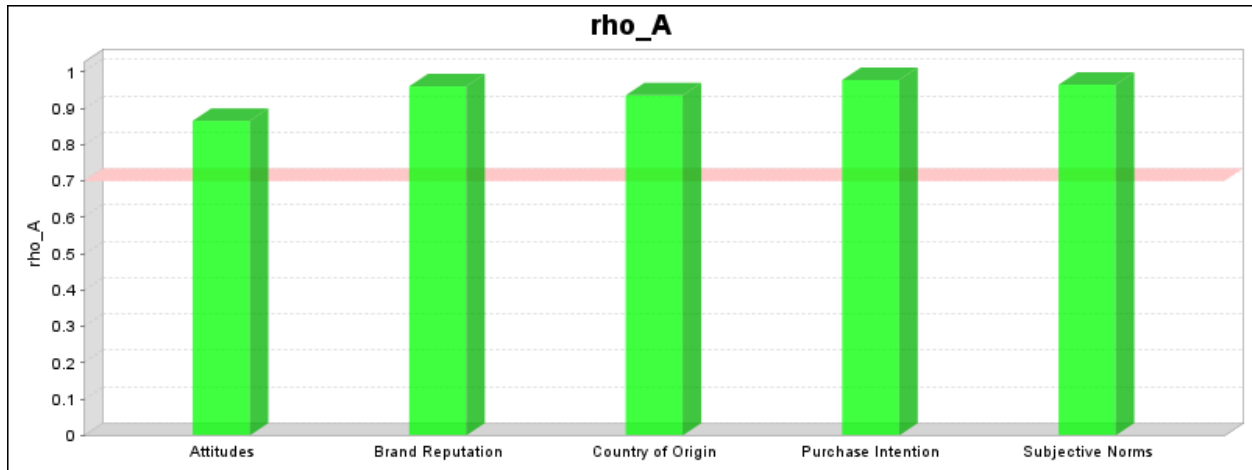


Graph 1: Path Coefficients

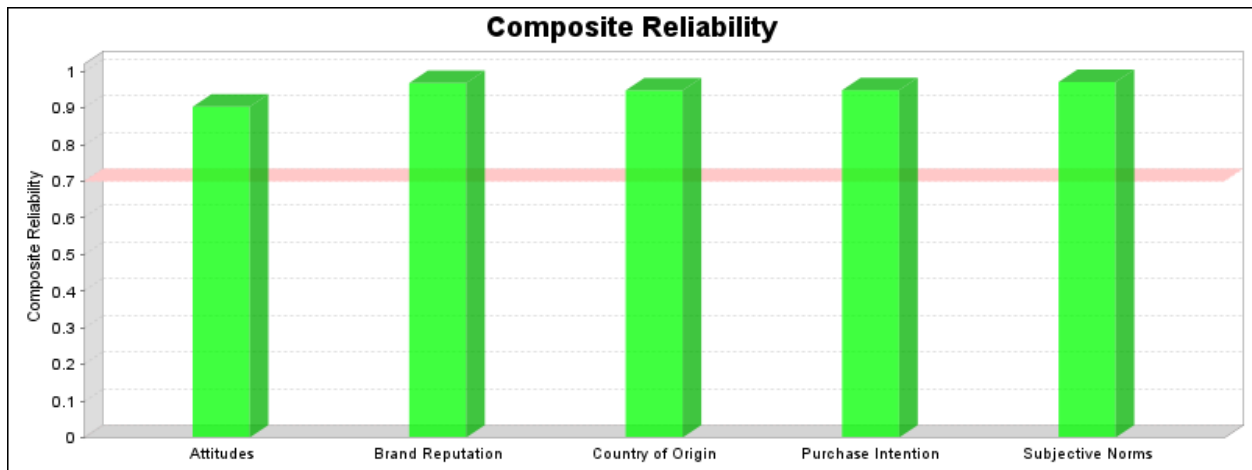
### Construct Reliability and Validity



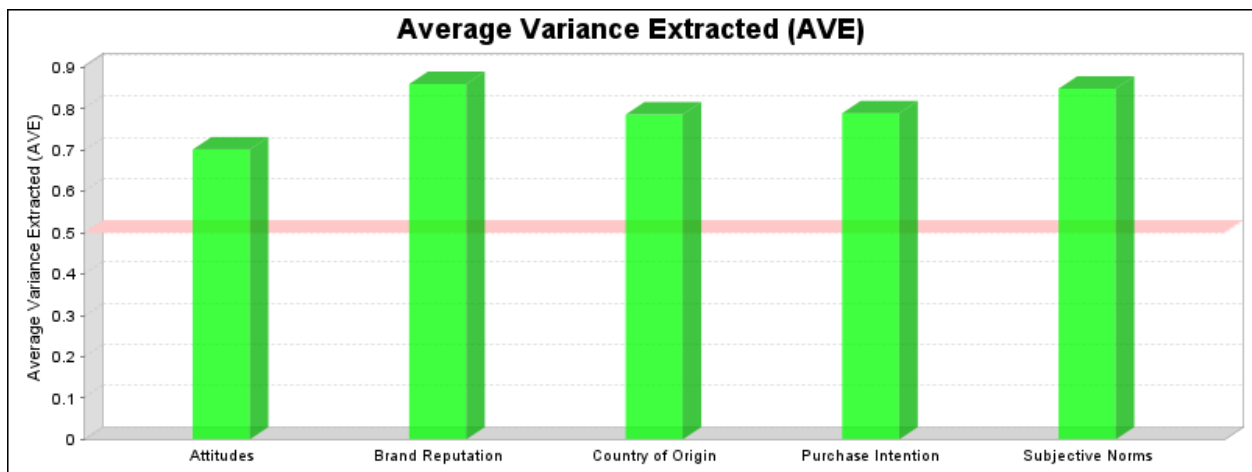
Graph 2: Cronbach's Alpha



Graph 3:rho\_A



Graph 4:Composite Reliability



Graph 5:Average Variance Extracted

**Discriminant validity**

Fornell and Larcker (1981) criteria evaluated the discrimination validity. According to them, for sufficient discriminant validity, the square root of the constructions of AVE should be higher than the correlation coefficients among these conceptions. Table 27 is the matrix in which the constructs are correlated with non-diagonal components, and diagonal elements reflect the square radical of the average variance derived from the structure. As of table 27, all five components vary, and all diagonal elements surpass inter-construction coefficients which meet the discriminatory validity requirements of Fornell and Larcker (1981).

	Attitudes	Brand Reputation	Country of Origin	Purchase Intention	Subjective Norms
Attitudes	0.837				
Brand Reputation	0.702	0.927			
Country of Origin	0.862	0.693	0.886		
Purchase Intention	0.006	0.134	0.048	0.888	
Subjective Norms	0.863	0.773	0.837	0.040	0.921

Table 27:Discriminant Validity

**Model Fit**

	Saturated Model	Estimated Model
SRMR	0.056	0.059
d_ULS	1.031	1.137
d_G	0.846	0.852
Chi-Square	976.031	980.183
NFI	0.843	0.843

Table 28:Model fit

**R Square**

	R Square	R Square Adjusted
Brand Reputation	0.603	0.599
Country of Origin	0.777	0.775
Purchase Intention	0.022	0.012

Table 29:R square

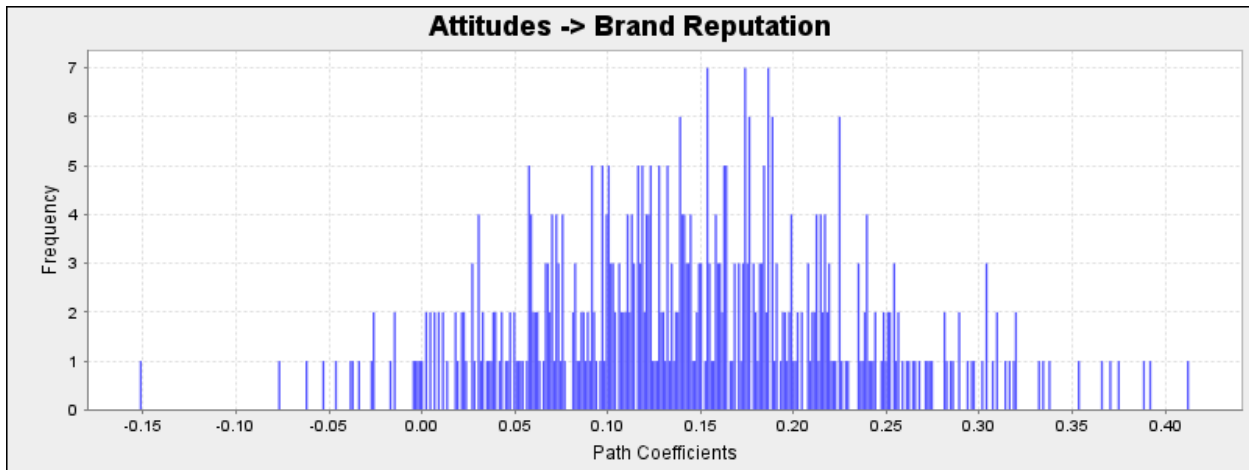
**P Values**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Attitudes -> Brand Reputation	0.134	0.144	0.085	1.587	<b>0.113</b>
Attitudes -> Country of Origin	0.548	0.547	0.102	5.392	<b>0.000</b>
Brand Reputation -> Purchase Intention	0.193	0.203	0.097	1.992	<b>0.047</b>
Country of Origin -> Purchase Intention	-0.086	-0.094	0.115	0.743	<b>0.458</b>
Subjective Norms -> Brand Reputation	0.657	0.648	0.091	7.211	<b>0.000</b>
Subjective Norms -> Country of Origin	0.364	0.367	0.104	3.491	<b>0.001</b>

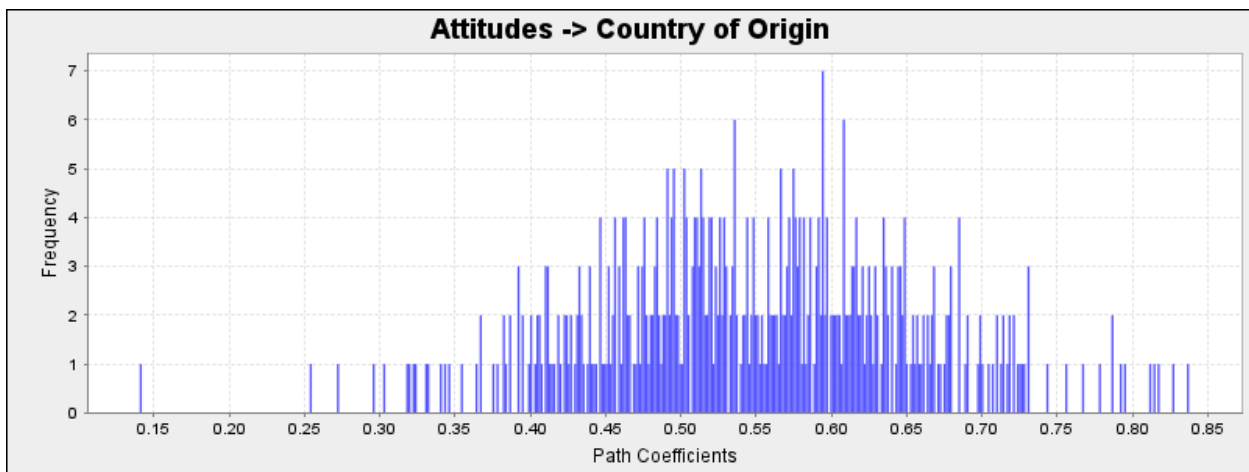
Table 30:P values

According to the above table results, the below mentioned two hypotheses has to be rejected. Because the P values are greater than 0.05. Attitudes -> Brand reputation; Hypotheses 4 - rejected and Country of origin -> Purchase Intention; Hypotheses 1 – rejected.

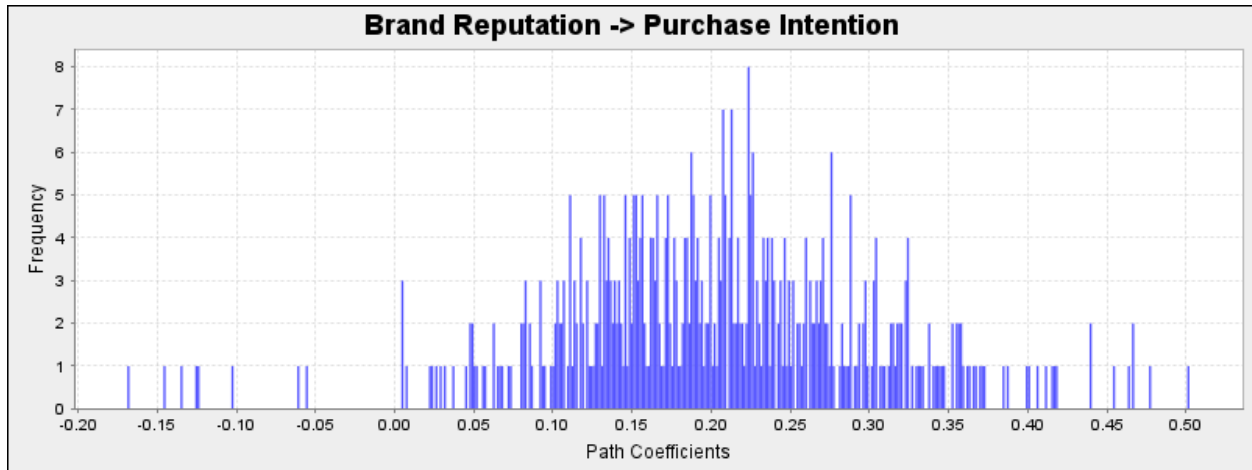
**Path Coefficients Histogram**



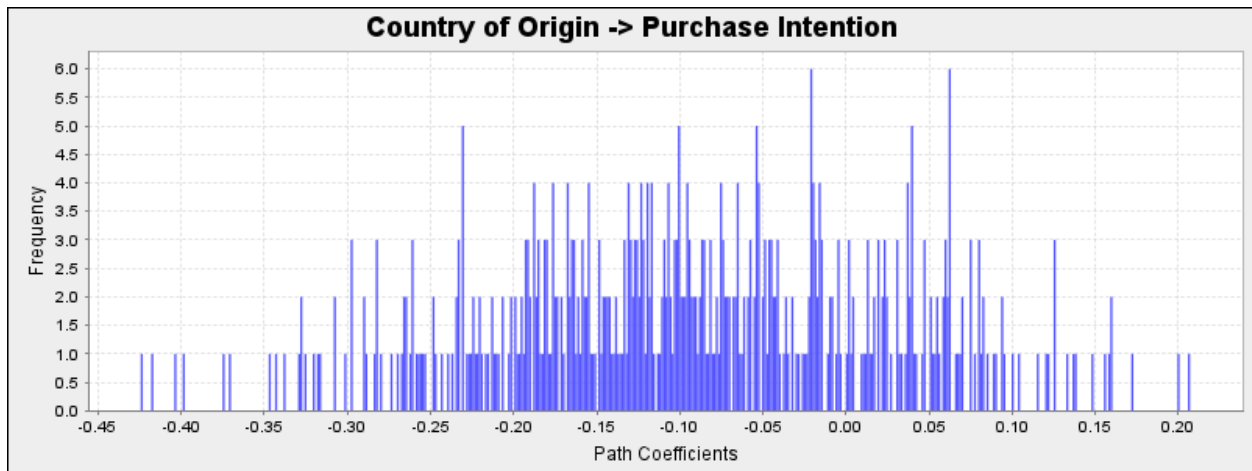
Graph 6:Path coefficients histogram; attitudes -> brand reputation



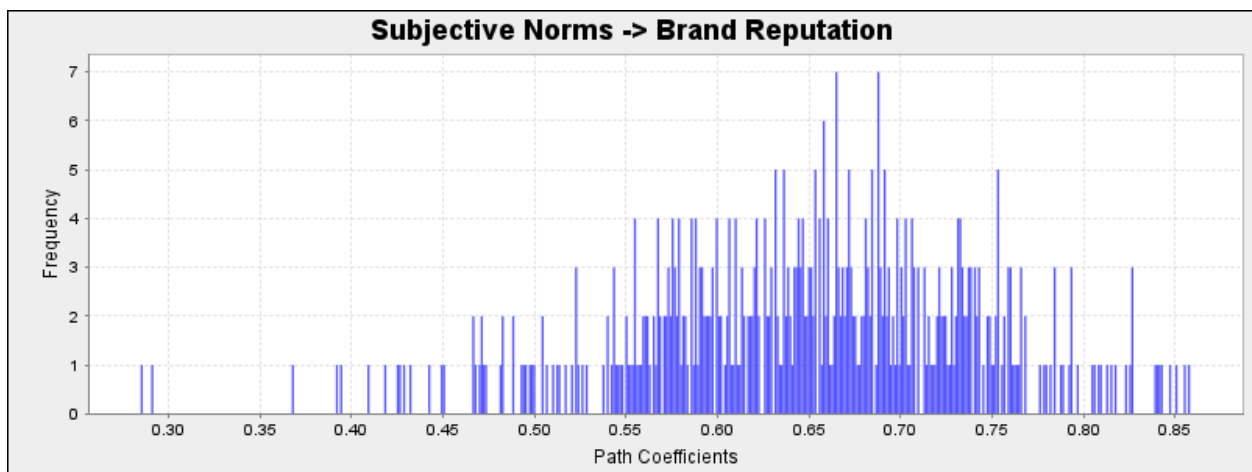
Graph 7:Path coefficients histogram; attitudes -> country of origin



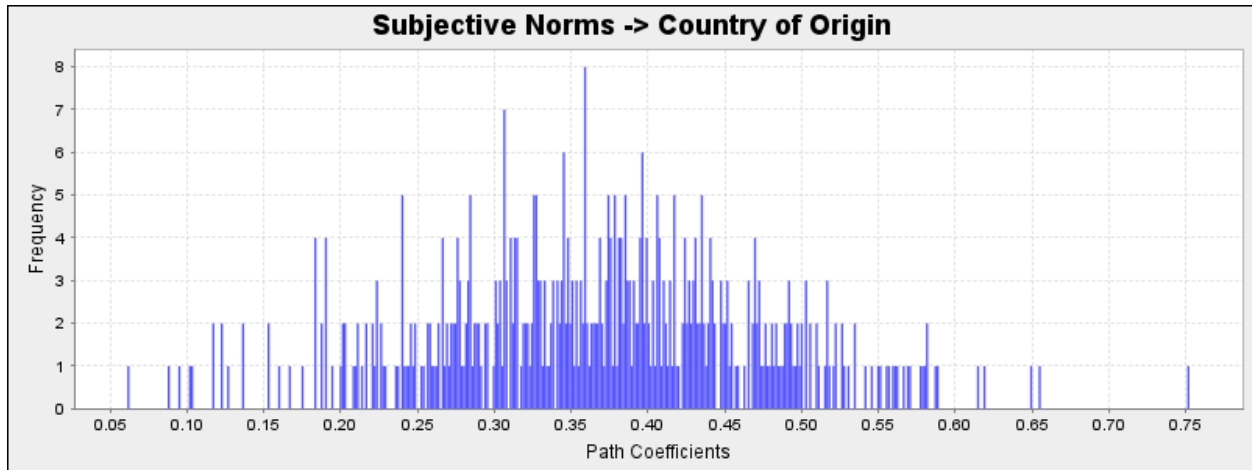
Graph 8: Path coefficients histogram; brand reputation -> purchase intention



Graph 9: Path coefficients histogram; country of origin -> purchase intention



Graph 10: Path coefficients histogram; subjective norms -> brand reputation



*Graph 11: Path coefficients histogram; subjective norms -> country of origin*

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## **5. Chapter 5: Discussion of Findings in Relation to Literature**

### **5.1 Introduction**

The primary goal of this research is to discover how Sri Lankan consumers make mobile phone purchasing decisions. Prioritize which factors before making a purchasing decision. Which factor has the greatest influence on consumer decisions? Is it the country of origin or the brand's reputation? The result of this research is useful for any mobile phone providers and electronic device producers to understand the consumers mind before launching products in Sri Lankan market.

The theoretical background supports the study and understands the variables associated with the study. The theoretical background supports the study and understands the variables associated with the study. Descriptive statistics and probability sampling technology used to perform the analysis shall be used to analyze the data required for the study. The investigator will conduct research based on the ethics of research.

Objectives of this research is,

1. To identify how the impact of country-of-origin and brand reputation affect to the consumer purchasing intention on mobile phones (main objective).
2. To identify the most critical factor affecting to the consumer purchase intention of mobile phone.
3. To identify mobile phone sells market in Sri Lanka (most popular smart phone brand).
4. To identify the methods to improve for increase smart phone sales in Sri Lanka.
5. The analysis aims to decide why people purchase smart phones: are they driven by a need or a desire?

The purpose of this study was to investigate how the impact of country-of-origin and brand reputation affect to the consumer purchasing intention on mobile phones among users in Sri Lanka. Specifically, this study examined the relationship between country of origin, brand reputation affects to purchase intention of smart phone. Data was gathered from 203 random individuals in Sri Lanka and analyzed. Six hypotheses were presented to test the relationship between the independent variables; country of origin, brand reputation. attitudes and subjective norms have

moderate effect on the independent variables. dependent variable is purchase intention of smart phone.

## **5.2 Hypotheses Testing**

### **Hypotheses 1**

Through this research, according to the; 'table 30: P values' the mentioned two hypotheses has to be rejected. Hypotheses 1 is the 1<sup>st</sup> rejected one. It is concluded that there is a significant relationship between mobile phone country of origin and consumer purchase intention. (Country of origin is make consumers more willing to purchase intention on mobile phone items). But P value of country of origin -> purchase intention 0.458, which means P value is greater than 0.05 represent that hypothesis has to be rejected. Hypotheses 1 rejected means there is no significant relationship between mobile phone country of origin and consumer purchase intention in Sri Lankan context.

### **Hypotheses 2**

There is a significant relationship between mobile phone brand reputation and consumer purchase intention. According to the 'table 30: P values'; P value of brand reputation -> purchase intention is 0.047. which means P value is lower than 0.05 represent that hypothesis 2 has to be accepted. Which means there is a significant relationship between mobile phone brand reputation and consumer purchase intention also in Sri Lankan context.

### **Hypotheses 3**

There is a positive effect on consumer attitudes to country of origin. According to the 'table 30: P values'; P value of attitudes -> country of origin is 0.000. which means P value is lower than 0.05 represent that hypothesis 3 has to be accepted. Which means there is a positive effect on consumer attitudes to country of origin in Sri Lankan context.

### **Hypotheses 4**

Through this research, according to the; 'table 30: P values' the mentioned two hypotheses has to be rejected. Hypotheses 4 is the 2<sup>nd</sup> rejected hypotheses. It is concluded that there is a positive effect on consumer attitudes to brand reputation. (Hypotheses 4 represent that attitude is make consumers more willing to brand reputation on mobile phone items). But P value is 0.113, which means P value is above 0.05 represent that hypothesis has to be rejected. Hypotheses 4 rejected means there is no positive effect on consumer attitudes to brand reputation in Sri Lankan context.

### **Hypotheses 5**

There is a positive effect on consumer subjective norms to country of origin. According to the 'table 30: P values'; P value of subjective norms -> country of origin is 0.001. which means P value is lower than 0.05 represent that hypothesis 5 has to be accepted. Which means there is a positive effect on consumer subjective norms to country of origin in Sri Lankan context.

### **Hypotheses 6**

There is a positive effect on consumer subjective norms to brand reputation. According to the 'table 30: P values'; P value of subjective norms -> brand reputation is 0.000. which means P value is lower than 0.05 represent that hypothesis 6 has to be accepted. Which means there is a positive effect on consumer subjective norms to brand reputation in Sri Lankan context.

## **5.3 Summary**

The main purpose of this chapter 5 is to explain the data obtained by the survey questionnaire, examine the results, and look for theories. It also highlights the hypotheses findings in relation to the study framework. The source form of data that must be processed and transformed into information is quantitative data. To have a better understanding of the data, above chapter 4 mentioned tables and graph's data is examined using the percentage technique and the weighted average. Finally, the correlation approach is utilized to examine "the link between each independent variables and moderate variable effect of customer purchase intention" using the data that above hypotheses judgments are madden.

- The finding indicated that four the hypotheses were supported (Hypotheses 2,3,5 and 6) and two were rejected (Hypotheses 1 and 4).
- Main objective of this research was to identify how the impact of country-of-origin and brand reputation affect to the consumer purchasing intention on mobile phones. According to the hypotheses analyze research identified "there is no significant relationship between mobile phone country of origin and consumer purchase intention" in Sri Lankan context.
- Also identified that there is a significant relationship between mobile phone brand reputation and consumer purchase intention in Sri Lankan context.

## 6. Chapter 6: Conclusion and Recommendations

### 6.1 Conclusion

The purpose of this study is to identify how country-of-origin and brand reputation affect to the consumer purchase intention on mobile phones in Sri Lanka. This study discusses about the relationship between brand reputation, country of origin, attitude, subjective norms and purchase intentions. In order to accomplish the objectives of the study, data were analyzed and collected from 203 random respondents. Both primary and secondary data were used. Moreover, six hypotheses have been proposed to test the relationship between independent variables such as value of attitudes, brand reputation, value of subjective norms and country of origin. The analyzed data indicates that four the hypotheses were supported (Hypotheses 2,3,5 and 6) and two were rejected (Hypotheses 1 and 4).

Finally, recommendations were given with the assistance of the analyzed data and mobile phone growth are rocketing in Sri Lanka, therefore the findings of this study would facilitate the mobile phone industry for the stakeholders in Sri Lanka.

- According to the above chapter 4 mentioned that main objective of the research; hypotheses analysis identified there is a significant relationship between mobile phone brand reputation and consumer purchase intention, and not having an important relationship between mobile phone country of origin and purchase intention in Sri Lankan context.
- The second objective of this research has to 'identify the most critical factor affecting to the consumer purchase intention' of mobile phone in Sri Lanka. The research founded that; the brand reputation is the most critical factor that affect to consumer purchase intention on mobile phones in Sri Lanka.
- The 3<sup>rd</sup> objective of this research has to 'identify mobile phone sells market in Sri Lanka' (most popular smart phone brand). According to the table 9, majority of people are using Apple iPhone (36.0%). Which means most people would like to purchase USA made brands. The second highest user brand is Samsung (27.0%).
- The 4<sup>th</sup> objective of this research is, to identify the methods to 'improve for increase smart phone sales' in Sri Lanka. On the reported of 'table 19' analyzed 75.4% of respondents mention that technology improvement is the main intention for change new mobile phone. So, if any

company want to more sales this research gives the clear finding what to do next for their technology. They are the one who are take decision which improvement need technological part for their brands.

- The fifth and final objective of this research is aims to decide ‘why people purchase smart phones: are they driven by a need or a desire?’. As stated at ‘table 15’, 85.2% resulted that the majority people mentioned ‘I feel it is need for me’. Which means most of modern world people think the mobile phone is part of their life.
- As stated by table 8, majority people (below Rs. 50,000 - 38.4% and Rs.50,000 – Rs.100,000 – 37.9%, total percentage = 76.3%) want to by lowest price range mobile phone products (less than Rs.100,000) in the future. Reason can be the Sri Lanka is rated as a lower middle-income country.
- Apple (36.0%) and Samsung (27.6%) are the main competitors in the market. Huawei 16.3% is a third market leader and all other market ratio is less than 10.0% in each brand.
- Majority of consumers (76.4%) are using different brands, when they have more than two mobile phones.
- Most consumers are oriented to buy Apple iPhone in next time. Future buying orientation of Apple iPhone is 53.2%. Samsung is 24.1%. It is half amount of iPhone-oriented ratio. The ratio of all other future oriented brands is less than 5.0% for each brand.
- Huawei oriented consumers are decrease from 16.3% to 3.9% in overall market. Overall market share of Huawei is downturn 12.4% in future from mobile phone industry in Sri Lanka.
- The entire market industry of Huawei-oriented customers in the future will fall from 16.3% to 3.9%. In future, Huawei's overall market share will decline from the Sri Lankan mobile sector to 12.4%.
- Made in USA product have high demand in Sri Lanka. But USA technology related iOS mobile operating system is not the most preferred software system. It has a 41.4% customer preference from all consumers.
- Majority of consumers (55.7%) prefer to use android operating system.
- 41.4% of consumers change their mobile phone after using 2-3 years’ time period. And 31.5% of them switch it after 3-5 years using.
- Majority of people satisfied that their current using mobile.

## 6.2 Recommendations

### 1. Mobile Phone companies have to develop new mobile versions to attract the consumers.

Majority of current consumers are satisficing about their current item. Which means generally all the mobile phone providing companies must be able to add new features, updating systems and designs to user attractions and also less complex technology to easier than available products. Because future oriented consumers would like to make easy lifestyles.

### 2. Specially LG should organize a new promotion campaign

Promotion is the marketing activity that communicates to customers in order to change their attitude or buying behavior. Its ultimate aim is to persuade customers to buy a product, but before that happens there must be information, raising awareness and influencing customers views. According to the analyzed data, only 1.0% of the people are using LG mobile phones and also only 1.0% of the people are preferring to buy LG mobile phones next time.

Advertising in television is rarely designed to persuade the customers to buy mobile phones. However, its aim is usually to make customers aware of the mobile phone or brand name, to create a sense of desirability about the specific mobile phones and to influence customers as a result when they consider buying they are likely to purchase the mobile phone they have seen advertised. Advertising can be expensive and needs constant renewal on the other hand it reaches a mass audience, is vital in creating brand reputation and is important in making customers consider choosing particular mobile phone and aware that certain brand.

As another point, social media or networking sites like Facebook, Twitter allows businesses to connect to customer networks and feed their marketing communications into these as well as receive valuable market information from millions of people.

Moreover, LG can use point of sale promotions such as in-store posters and displays since these materials are usually making customers aware of the product or drawing their attention to special offers, sales, or other promotions. Finally, sponsorships are another way of getting free media space and making customers aware of a business without directly paying for this. Finally, if the

brand status is achieved by LG many customers intention will change to buy that brand in preference to others. Not only LG except Apple and Samsung, but also all the other brands have to change their promotion campaign for increase their brand reputation and sales volume. Because, Apple iPhone and Samsung products are already doing it.

### **3. Businesses should consider pricing strategies**

Businesses must set a price that covers the costs of production. After referring to the above analyzed data, most of the respondents (38.4%) do prefer to buy mobile below 50,000 rupees. The companies should monitor the repeat purchasing behavior of the consumer in order to identify their purchasing behavior of the customers. Setting low prices means more sales must be gained to achieve a certain level of revenue. However, setting a high price means lower level of sales. Whatever the price is set, customers in the target market must see it as being the right level: not too high or too low. It is very important for a business to get as much information as possible about the costs, customer perceptions and competition in the market. Market research is vital, as is accurate information about the costs of production. All this information can generate a range of possible prices.

### **4. Appearance and quality related technology improvements**

According to the research findings, majority of consumers purchase intention depend on mobile phone brand reputation. So, all the mobile brands are not reputed at the same level. Therefore, all the not reputed brands have to improve their technology in next level than current availability they will have an opportunity to change the market lead.

It is in interests of all businesses to know the quality levels that customers expect and to have systems in place to minimize the risk of customers being dissatisfied with the quality that they receive. Customers are very cautious about the shape and the style of the mobile phones. The quality features such as the display, camera, sound, network coverage, battery, display, and user-friendliness. The appearance such as dimensions weight, shape, colors will affect the purchase intention towards the purchasing decisions of the customers about the brand. Furthermore, latest mobile phones are teamed up with attractive folding designs, quick launch, short cut buttons and these features have been accepted by its customers.

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## Appendix

### Appendix 1: Founder of the mobile phone



According to Quora Inc (2020), Dr. Martin Cooper of Motorola is usually considered as the first practical mobile telephone developer. Martin named competitor Joel Engel, head of developing at AT&T's Bell Labs on April 3, 1973, on wandering through the streets of New York City with the first prototype of Motorola DynaTAC.

### Appendix 2: Market share of leading mobile brands in Sri Lanka

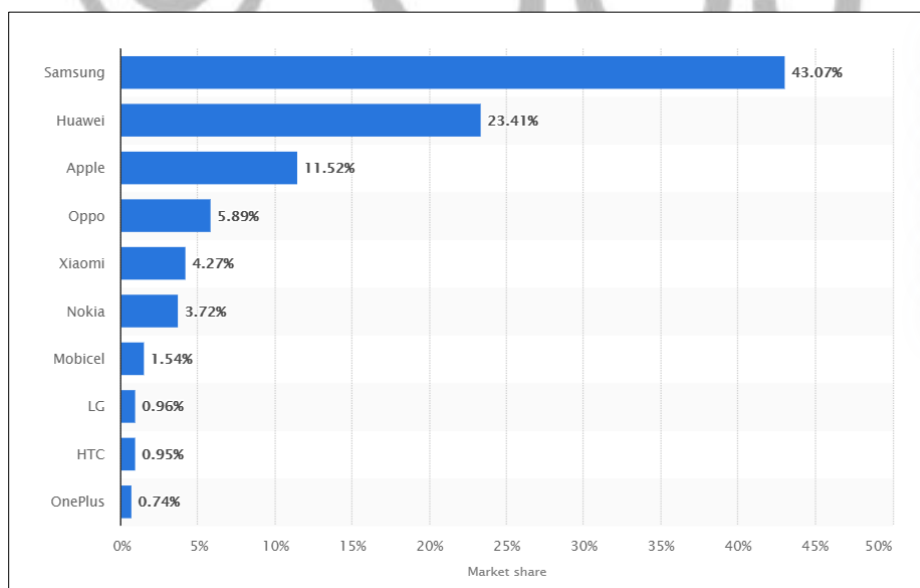


Figure 8: Market share of leading mobile brand in Sri Lanka

(statista, 2021)

Samsung has taken 43.07% of the market.

### Appendix 3: Number of mobile subscribers per 100 Sri Lankans between year 2000 and 2019

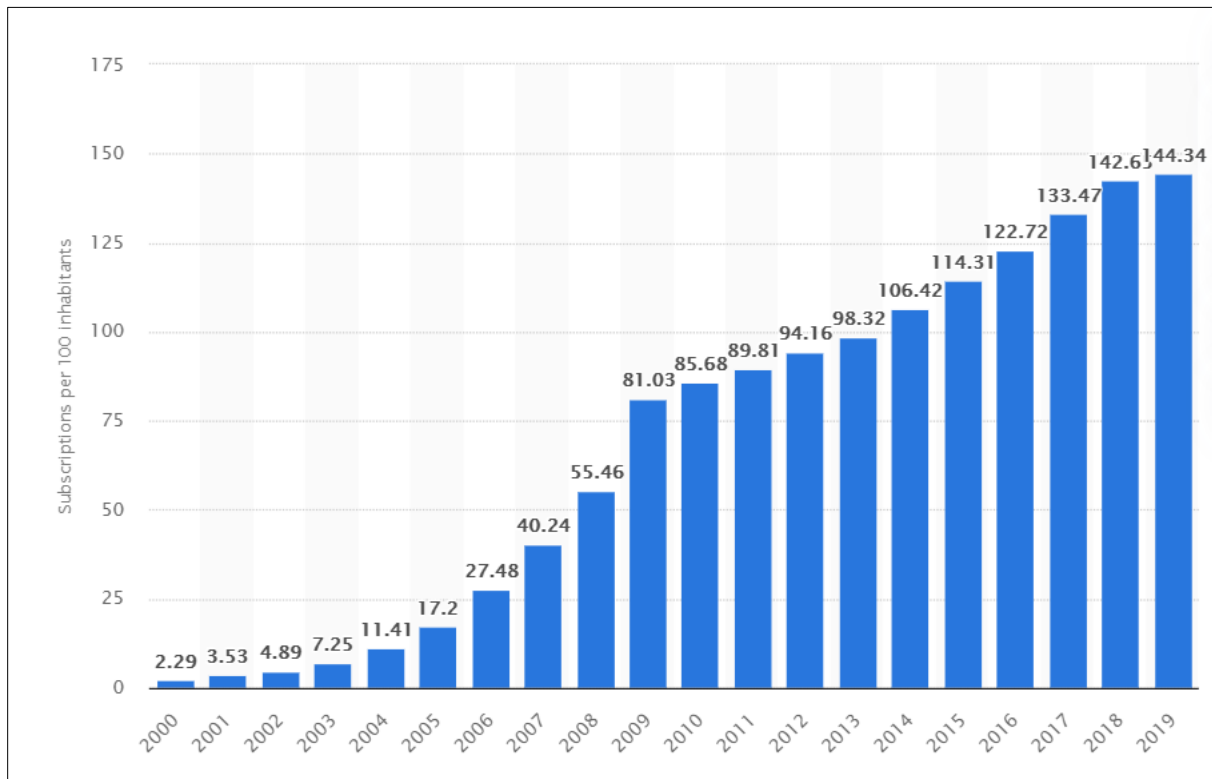


Figure 9: Mobile subscribers per 100 Sri Lankans

(Statista, 2020)

Year	Mobile subscribers per 100 Sri Lankans
2000	2.29
2003	7.25
2007	40.24
2011	89.81
2015	114.31
2019	144.34

Table 31: Mobile subscribers per 100 Sri Lankans

In past 20 years' time period, Sri Lankan mobile phone subscribers are gradually increased point 2.29 to 144.34 for 100 Sri Lankans.

#### Appendix 4: Sample size calculation equation

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left( \frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

N = population size • e = Margin of error (percentage in decimal form) • z = z-score

(surveymonkey, 2021)

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## Appendix 5: Questionnaire

### Regarding the Questionnaire; As a part of Master of Business Administration degree offered by Canterbury Christ Church University of United Kingdom.

#### Dear Respondents,

I 'm K.M.C.K. Keerthisinghe. Currently I'm reading the Master of Business Administration at Canterbury Christ Church University (Student number: 100021847). The below questionnaire is for collecting primary data for the research about "To identify how country of origin and brand reputation affect to the consumer purchase intention on mobile phones in Sri Lanka". I intend to analyze your valued responses for my research. Therefore, please be kind enough to complete this questionnaire by sacrificing few minutes of your valuable time.

The confidentiality of the information that you provide is highly protected and that information is used only for academic purposes and your identity will not be disclosure (Note; This research about all types of mobile phone brands available in Sri Lanka. The following information is only taken from mobile phone users).

#### Section (A); Demographic Factors (Please put a tick in the relevant/most suitable box).

##### 1. Gender

- a. Male
- b. Female

##### 2. Age

- a. Below 18 years
- b. 18 – 24 years
- c. 25 – 34 years
- d. 35 – 44 years
- e. 45 – 54 years
- f. 55 years and above

##### 3. What is the highest level of education you have completed?

- a. A/L
- b. Diploma
- c. Degree
- d. Professional Post Graduate

##### 4. Occupation

- a. Unemployed

- b. Educationists
- c. Technicians
- d. Businessman
- e. Professionals
- f. Other occupation
- g. Retired person

**5. Which price range do you prefer to buy a smartphone in the future?**

- a. Below Rs.50,000
- b. Rs.50,000 - Rs.100,000
- c. Rs.100,001 - Rs.150,000
- d. Rs.150,001 - Rs.200,000
- e. More than Rs.200,000

**Section (B); Questions on General Information (Please put a tick in the relevant/most suitable box).**

**6. Which mobile phone brand are you using?**

- a. Samsung
- b. Huawei
- c. Apple
- d. Oppo
- e. Xiaomi
- f. Nokia
- g. LG
- h. HTC
- i. Other

**7. If you are using more than two mobile phones, do you use same brand?**

- a. Yes
- b. No

**8. Which brand are you prefer next time, when you buy a mobile phone?**

- a. Samsung
- b. Huawei
- c. Apple
- d. Oppo
- e. Xiaomi
- f. Nokia
- g. LG



h. HTC

i. Other

**9. Which country's mobile phone products would you like to buy?**

a. South Korea

b. China

c. USA

d. Finland

e. Taiwan

f. Other

**10. Which software operating system would you like to operate in mobile phone?**

a. Android

b. iOS

c. Microsoft

d. Other

**11. How many years do you using mobile phones?**

a. 1 – 5 years

b. 6 – 10 years

c. 11 – 15 years

d. More than 15 years

**12. What is the purpose of using your mobile phone?**

a. I feel it is need for me.

b. I desire for smart phones.

**13. How many mobile phones do you using at hand?**

a. One

b. Two

c. More than two

**14. How often do you switch phones?**

a. Each year

b. 2 - 3 years

c. 3 - 5 years

d. More than 5 years

**15. How many mobile phones have you used in last 5 years?**

a. 1

b. 2

- c. 3
- d. 4
- e. More than 4

**16. What is the main intention to change your mobile phone?**

- a. Country of origin
- b. Brand reputation
- c. Technology improvement
- d. Design change
- e. Social trend

**17. Do you satisfy on your current mobile phone?**

- a. Yes
- b. No

**Section (C); The Likert scale was used to offer most answers to following questions, with scores ranging from 1 to 5, with 5 being strongly agreed, 4 being agreed, 3 moderates, 2 disagreeing, and 1 disagreeing significantly (Please put a tick in the relevant/most suitable box).**

<b>Brand reputation</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Moderate</b>	<b>Disagree</b>	<b>Strongly disagree</b>
18. I believe that the brand of a smartphone will motivate consumers to purchase a specific brand.					
19. Before purchasing a smartphone, I pay special attention to the brand reputation.					
20. Brand name is an important marketing tool for mobile phones.					
21. I believe that the most important thing to remember when purchasing a phone is the brand.					
22. If a brand's reputation is strong, it has a significant effect on purchase intention.					
<b>Country of Origin</b>					
23. I believe that the country of origin will motivate consumers to purchase a specific smart phone product.					

24. Before purchasing a smartphone, I pay special attention to the brand country of origin.					
25. Country of origin is an important marketing tool for mobile phones.					
26. I believe that the most important thing to remember when purchasing a phone is the country of origin.					
27. If a country of origin of the mobile phone providing company (historical background) is strong, it has a significant effect on purchase intention.					
<b>Attitudes</b>					
28. Before purchasing a phone, I gather information from friends and other sources.					
29. I believe that social considerations have a significant impact on a customer's intention to purchase a cell phone.					
30. If a well-known celebrity or model embraces a mobile phone, I buy it.					
31. I just purchase a smart phone brand if my friends and family suggest it to me.					
32. Before purchasing a smart phone, I strongly believe we should understand social factors.					
<b>Subjective Norms</b>					
33. Do you believe the price is the most important thing to remember when purchasing a smart phone?					
34. Before purchasing a smart phone, I consider brand recognition above all else.					
35. Rather than any other consideration, I consider the country of origin before buying a smartphone.					
36. When it comes to purchasing a mobile phone, I am more concerned with the after-sale service.					
37. When it comes to buying a cell phone, the most critical thing is the quality of the features.					

38. When it comes to purchasing a mobile phone, I am very concerned with social impact.					
<b>Purchase Intention</b>					
39. I always look for special offers when buying smart phone					
40. I only buy smart phone with warranty protection.					
41. If product quality is high, I buy that model even the price is high.					
42. Product quality is the critical factor to select a smart phone model from various brands.					
43. I think price can always determine the value of the mobile phone.					

