

# INVESTIGATING THE INTERNATIONAL CONSUMERS PURCHASE DECISION JOURNEY, WHEN PURCHASING A MOBILE PHONE FROM INTERNATIONAL GLOBAL BRANDS

Nabil Abel, Dr Michael Marc

Research scholar: Nabil Abel

Supervisor: Dr Michael Marc

THE UNIVERSITY OF STRATHCLYDE

DEPARTMENT OF STRATEGY AND ORGANIZATION STRATHCLYDE BUSINESS SCHOOL

---

**Abstract:** The research is related with understanding the purchase decision journey of consumers while buying a mobile phone, as mobile phones have become an integral part of our lives and their business market is continuously growing and expanding. Specifically, this is report trying to elucidate and analyse several factors affecting the purchase decision of consumer and consumer behaviour. There are various factors that affects the buying decision of a buyer like price, specification, cultural differences, convenience while buying a mobile phone etc. and by analysing these factors an organisation can gain a competitive advantage over others by making these factors favourable for them. Both secondary as well as primary data is used to support this report, for secondary data past literature works of different authors in this research region is used for guiding purpose and to obtain primary data, the method of short interview more specifically face-to-face interviews is selected and used after appropriate analysis of various methods available for data collection as while conducting this research, it is essential to take in consideration the sources of data that would provide not only informative results but also accurate information, attitudes, and preferences of the customers. The sample size for the interview process is twenty customers. The respondents are asked questions in accordance to the purchase decision journey so as to get a proper idea about the consumer psychology involved in this type of decision making. After the collection of data, the actual research starts with the analysis of the findings. The findings are the qualitative data that require phenomenological approach to analyse it that will organize with philosophical perspective as the focus is mainly on subjective interpretations and experiences. The analysis of findings revealed that before purchasing a mobile phone, the customers are eager to evaluate the most important factors. These factors include price, features, quality, brand name, durability, social factors and the position of the brand in the business market and also that even culture plays a major role in this purchase decision making process. Based on the results of the analysis, many recommendations are provided for the organisation such as the marketing managers of the mobile company should broadcast an advertisement on the mobile brand. This process is very effective to influence the purchasing decision of the customers by making the brand name prominent. Also different types of branding strategy can be implemented on the mobile company in order to attract the customers. Through the brand recognition, customers can shift their attention from one brand to another. Lastly, to conclude this study would aid the organizations decision making and also help to gain a competitive edge over others by being able to understand its customer base better which will be significant in the area of marketing. Moreover, this research also elucidates the impact of social media on the perception of customer which can be of great importance in strategizing

**Keywords:** International Consumers, Mobile Phone, International Global Brands.

---

## **1. INTRODUCTION**

### **1.1 Introduction**

The aim of this research is to understand the purchase decision journey of consumer while buying a mobile phone and elucidate the factors affecting it. Analysing the factors to know consumer behaviour better. In this era where all the products and services available in the highly competitive market are consumer oriented, the study of consumer behaviour is becoming more and more challenging as well as important. Consumer behaviour can be termed as a way through which a consumer makes a choice of the products and service for his/her satisfaction. With readily available diverse alternatives to choose from, it becomes really important for the organisation to make sure the consumer chooses their products over other products. In order to maintain the customer base and profit, it is really important for the organisation to study and analyse the purchase decision journey of a consumer and evaluate and elucidate various motivational factors that affect the buying decision of a consumer. There are several factors that an organisation if is successful in taking care of and designing product as well as the strategies keeping these factors in mind it can really make or break a products success chances in market. Culture is one such factor which influences the buying decision of a consumer, as culture is an important determinant used to analyse person's behaviour and wants, research shows that sub-culture, social class and culture are very important for analysing consumer buying behaviour. According to Chen and Chang (2012), culture mainly differs in demographics, values, non-verbal communication and language. Being aware of all these factors and consumer behaviour helps organisations not only in retaining and attracting customers but also in gaining a competitive advantage over other organisations dealing in same product.

### **1.2 Background of the study**

In recent times, the consumers have a lot of options to choose from when they are buying anything. This increase in options to choose from made the purchase decision quite calculative. Nowadays, consumers pay attention and spend time in order to gain appropriate information about any product before buying it. There are various ways to get this information like official website of the company, social media, friends and family etc. So these factors not only provide the buyer with the information but influence the decision to some extent and by making this factors favourable to their products and services the organisation can gain an advantage over others. Which is why it is suitable to analyse the consumer purchase decision journey while buying a mobile phone to get to know about the factors affecting it to attain the objective of the organisation.

### **1.3 Rationale of the study**

Understanding the purchase decision journey and analysing the factors affecting it, is a very broad concept to undertake while doing a research work of academic level, which is why the topic – consumer purchase decision journey while buying a mobile phone was chosen in order to understand the significance of the factors that affects the purchase decision of a consumer. These factors can vary from age to age or culture to culture etc.

Through this research the motive of studying the factors that influence the buying decision and its significance is to be attained. Factors like age, convenience, culture etc. all play a major role in purchase decision making journey. Now, in order to study specifically how these factors affects, whether it can be a positive or negative influence etc. shall be explored in detail through the purchase decision journey of a consumer while buying a mobile phone.

### **1.4 Research Aim**

The aim of this research is to evaluate and develop an understanding over the impact of the social media marketing and other motivational factors on the perception and the buying decisions of international consumers towards mobile phones from international global brands. Mobile phones are highly used devices by people from all over the world. Therefore, it is more suitable to select this topic, as this topic will be helpful in generating a clear understanding about the purchase decision journey of mobile phone consumers from different countries and cultures.

### **1.5 Research objectives**

1. To discover the factors influencing the purchasing decisions of mobile phones from several international global brands.
2. To discover how culture influences international consumers of branded mobile phones
3. To investigate the key buying-triggers and UPS's that influence international consumers when purchasing a mobile phone from a variety of international global brands.

4. To explore the influence of the Social media marketing and other factors on perception and buying decision of the international consumers of mobile phones.
5. To develop appropriate recommendations and conclusions on the strategies associated to social media marketing

### **1.6 Purpose of the study**

The purpose of the study is to explore customer intentions to purchase a mobile phone accounting the numerous factors that may have an effective change with the individual's feelings and thoughts (Carrington, Neville & Whitwell, 2014). As the business market is becoming more and more consumer oriented which means that nowadays customers have become very spontaneous and picky when buying things, be it a pair of socks or anything. This characteristic of buyers makes it suitable for the organisations to make and implement innovative strategies to retain their customer base as well as the profit. The market is flooded with diverse alternatives of mobile phones with so many features and specification to compete with that It becomes important for the organisation to evaluate and analyse the purchase decisions of the consumer and all the motivational factors that affect this decision making process of buying mobile phones so as to find out what factors motivates the consumer to what extent to take his/her buying decisions. It will help the organisation, as by knowing the factors affecting the decisions of the customer the organisation can make these factors favourable for them and retain the customers.

### **1.7 Structure of the dissertation**

The first chapter of the dissertation explains the topic of the study along with short background of the research. It comprises of justification for the issue that is identified while undertaking this topic as a research material and the structure of the dissertation, which aids the readers by stating what they could expect from the other chapters. It also includes the aim of the research, purpose of the study and background analysis etc. which helps the reader in getting a more elaborated yet so briefly presented information about the topic.

The second chapter is the literature review chapter, this chapter focuses on exploring customer intentions to purchase a mobile phone accounting the numerous factors. Broadly, it is discusses about the cultural influence on purchase decisions of customers as well. The past studies in this research region is analysed to gain a support for the framework of the research. The literature work from different author is also studied and taken help from.

The third chapter is the research methodology chapter, which outlines the selection of the suitable method of data collection for collecting the data that will be required in the research process. Then the method selected that is short interview for primary data collection is justified as well as briefly described.

The fourth chapter is the findings and analysis chapter, in which the information gathered using the selected methods of data collection is analysed. First of all, the chapter outlines the process of data analysis and then the data that is collected through interview is presented in a table for better understanding and analysis.

The fifth chapter of the dissertation comprises of conclusion and the recommendations provided for the study. In the conclusion part, the objectives of the study are linked with the findings under the head literature review which not only takes this study to another level but also helps in seeing whether or not these objectives are attained. While, recommendations are given keeping in mind all the objectives and factors affecting their attainment which are helpful for the readers to gather information and apply it to solve issues, if any arises.

### **1.8 Chapter summary**

To summarize, proper chapter constructions along with sub-divisions and needful elaboration would aid the reader in anticipating the information this study wants to impart. With the help of this chapter the follow-up of the study would also become easy and handy for the readers. This chapter introduces the topic, that is the consumer's purchase decision journey while buying a mobile phone and the factors affecting it, especially focussing on the cultural differences that affects the decision of the buyer and how.

## **2. LITERATURE REVIEW**

### **2.1. Introduction**

This chapter discusses consumers' purchase decision journey when buying a mobile phone.

The chosen methodology was interviews with 20 of respondents whereby the data was collected during the month of July, 2017 in the city of Glasgow, UK.

It is clear that the wireless cellular phone has become an extensive communication medium during the last few years. The telecom companies are also playing their part by providing auxiliary services to millions of consumers (Andrews et al. 2012). Even prospective customers are informed through mobile phones, that could be quite extensive if not dealt with the wireless service providers. However, this chapter focuses on the exploration of customer intentions to purchase a mobile phone accounting the numerous factors that may have an effective change with the individual's feelings and thoughts (Carrington, Neville & Whitwell, 2014). Broadly, it is cited about the cultural influence on purchase decisions of customers as well.

## **2.2. Definition of brand**

According to Shankar et al. (2016), a brand is a design, name or a feature that distinguishes organisation or the product from its rivals in customer eyes. A brand could also be seen as the company's image as the most valuable asset. This characterizes the facade of the company with the identifiable logo or slogan that community associates with the company (Thøgersen, Jørgensen and Sandager, 2012). Besides, a company can be referred by its brand as they become valuable while the brand carries a monetary value in stock market that may affect the stockholder value as it falls and rises (Smith, 2014). However, a successful brand tries to portray the feeling of the company when trying to get the results from brand awareness or the appreciation made from brand's subsistence.

## **2.3. What Global brand is and how it differs from other brand**

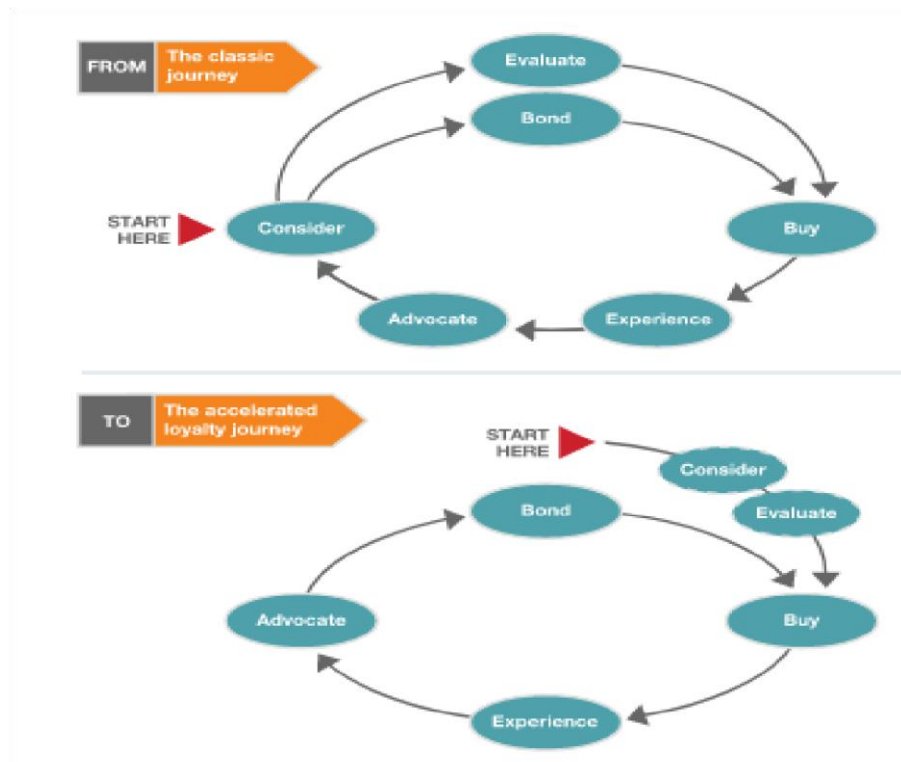
As opined by Shah et al. (2012), global brands are the brands that are mainly accepted throughout the world. The companies propose to create the global brands in order to recognize relative charisma of each market. This also helps to conduct attitude in each country where one is trying to enter. Besides, this tries to identify the sequences of launching a brand by the region or the country (Sasmita and Mohd Suki, 2015). Rather, it tries to establish a branding scorecard that could be applied country by country. As argued by Rawal (2013), the global brands differ from the other brands because the brands that are picked by the customers differ in quality and global myth. Rather, the brands seeking to connect a new set of international brands involve considerable brand culture, internal hubs, borderless marketing, and a new "global" structure.

In the past, a firm corporate formation was very imperative element for the global brand while most of the local markets are in charge for developing successful brand strategies (Powers et al. 2012). However, the rise of some digital channels also has shifted brand accent from the structure to culture. Viral marketing and social media stop the old brand doing what to do in a manner, which was to direct the brands with a good command (Pantano and Priporas, 2016). With the wealth of the digital platform, it is no long achievable for the brands to chase different brand strategies in diverse countries. Thus, most companies are strained to accept a combined marketing approach to distinguish brands from global brands.

## **2.4. Consumer purchase decision journey**

For many years, the empowered customers have held a position when it comes to purchase decisions. According to Maity and Dass (2014), the flare-up about the advertising blocks on mobile devices is a latest barrage in digital technology that is making the customers aware with an alarming force. In order, from social media to the mobile devices, some of the technologies have given the customers unprecedented power for comparing prices and find best deals. During 2009, a traditional funnel model was built where customers began with the brands in their mind that witted them down until they determined to buy. As per Kukar-Kinney, Scheinbaum and Schaefers (2016), this journey mainly involved the shoppers who were taking advantage of technology in order to evaluate the services and products by removing the choices over time. Interestingly, a feedback ring was built where consumers had the choice to evaluate the products and services after making a purchase.

In last few decades, some brands have been catching well with investing in technologies and abilities to regain importance with the shoppers and apply greater power on purchase decisions. Besides, the digital capabilities have found out detailed conversations with digital leaders that is making the purchase decisions active with the decision journeys (Pantano and Viassone, 2015). Credibly, a set of new technologies is also reinforcing the change that allows most companies to plan with the decision journeys. More importantly, most of the companies could use decision journeys to convey value to brand and the customer (Karimi, Papamichail and Holland, 2015). Unlike, some companies do this very well, which radically can compress the deliberation and evaluation in wide phases. During the purchase process, the consumer also has right to loyalty measure that is becoming a good definition for competitive advantage.



**Figure 1: Purchase decision journey**

(Source: Kacen, Hess and Walker, 2012)

However, a company's capability to deliver good value relies on some interconnected abilities, which include as follows:

*Automation:* This streamlines the step of journey. *For instance*, letting individuals take an image of a check and then deposit it to bank's app rather a person doing it (Jang, Prasad and Ratchford, 2012). As the automation process is extremely technical, the focus would be quite useful for increasing attractive experiences.

*Proactive personalization:* It uses the information about a consumer based on the last experiences from collected sources (Hudson and Thal, 2013). As the customer preference is quite basic in terms of capability, it widens to optimize the next few steps in customer's journey.

*Contextual interaction:* According to Hong and Cha (2013), this step uses information where the consumer is in a particular journey to bring the next set of connections like a retail site presenting the purchaser status of the recent order on that homepage. However, some of the hotels are experimenting this to get use of the apps in order to operate when a consumer gets his/her room.

*Journey innovation:* This mainly extends with the communication to new sources of value like the new services for the brand and the customer (Grimmer and Woolley, 2014). Some companies extract their data about a consumer to outline out the adjoining service he/she might appreciate. However, some of the best corporations design the journeys because this can enable the open-ended taxing to allow stable prototyping of the new features.

## 2.5. How purchase of mobiles is redefining consumer's decision journey

If we took a snap of a shopping practice a decade ago, it would look something like when looking for inspiration and ideas, a shopper would either go online, walk to store aisles and browse a catalogue. The point here is that shopping interacts with many channels effectively but the rise of mobiles has changed the picture. According to Goodrich and De Mooij (2014), 6 out of 10 internet users start shopping on a single device but they continue to finish on a different one while 82% of the Smartphone users tries to consult their phones on purchases. They get new ideas and make credible decisions all from their Smartphone anytime (Gao, et al. 2012). Besides, consumer behaviour on mobile phones is also shaping the retail industry somehow. It is considered that the foot traffic in most of the retail stores have declined to 57% in the last few years but the value of every visit is tripled.

As people use smartphones before heading to stores, they also gather some ideas, research products and search for local information. Further research says that mobile is changing the way of shopping experience where most shoppers buy on mobile nowadays (Dai, Forsythe and Kwon, 2014). *For instance*, a person at present might make a buying decision of about a \$300 camera, a \$3,000 handbag or a \$15 tube of sunscreen on a smartphone while she walks the dog or commutes to work. However, the bottom line in the mobile-fueled shopping landscape is that most retailers see opportunity to be quite useful for the shoppers in case their intent of rich moments turns to smartphones or some other devices (Dabholkar and Sheng, 2012). By targeting on the demographics, one might miss the valuable customers that may be in the market at some moment. Thus, it would be less important for the shopper to be present in the in-store than for the store to be present whenever a shopper needs them.

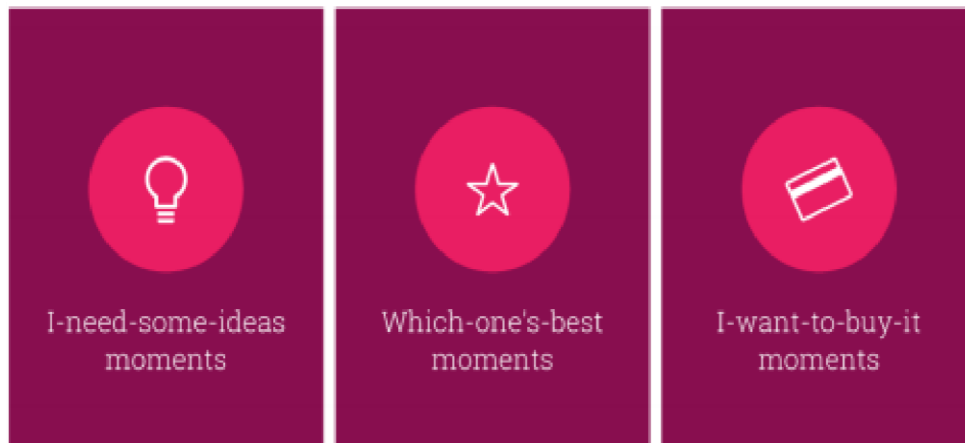


Figure 2: Retail moments matter most during purchase

(Source: Cheung and Lee, 2012)

## 2.6. How Culture influences consumer's purchase decisions

As culture is an important determinant used to analyse person's behaviour and wants, research shows that sub-culture, social class and culture are very important for analysing consumer buying behaviour. According to Chen and Chang (2012), culture mainly differs in demographics, values, non-verbal communication and language. Culture could also be defined as the whole that includes the set of customs, beliefs, knowledge and other capabilities acquired by the human society. As culture is a broad concept, it includes everything that may influence individual's behaviours and thought process (KumarKinney, Scheinbaum and Schaefer, 2016). Rather, culture not only influences preferences of individual but makes way for people to make decisions. Culture is also acquired and does not have predispositions and responses. As opined by Maity and Dass (2014), culture also operates in setting the boundaries for the individual behaviours by influencing the performance of each institution as mass media. These boundaries could be regarded as norms that simply specify the behaviours in specific situations. Moreover, it is intended that the violation caused due to cultural norms may result in social disapproval for the expulsion of the group. Hence, cultural values give rise to associated sanctions and norms that in turn influence utilization pattern.

Further research shows that consumers differ from culture to the values, which differ in reaction to advertising, foreign products and preferred sources of information. Here, attitudes towards leisure and work differ from culture because this is an important consequence of demand and lifestyle. According to Pantano and Viassone (2015), cultures also pay huge emphasis on family bondage than the others few. *For instance*, a study from Mexico adolescents is likely to seek parental advice ranging from candy to movies to clothing than the US. This difference is because of the consumer behaviour is because in US, family are denied fairly and given less importance in other cultures Kacen, Hess and Walker (2012). Another factor affecting consumer behaviour is the diversity level and the uniformity within the culture. It is intended that a culture that values in diversity not only accept wide array of attitudes and personal behaviour but also welcomes variety in consuming food, products and services (Jang, Prasad and Ratchford, 2012). *For instance*, China and Japan people tends to consume products and avail the services that everyone else is consuming while in UK and US, people are prone to make their decisions based on tastes and personal preferences.

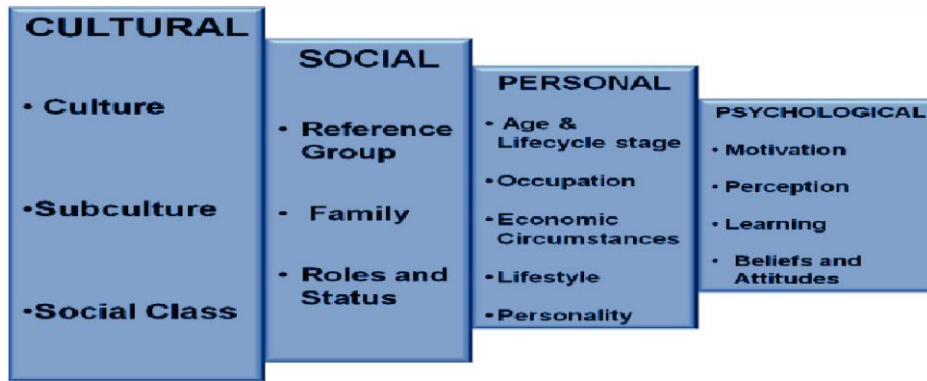


Figure 3: Culture influences consumer’s purchase decisions

(Source: Hudson and Thal, 2013)

**2.7. How Social Media and cultural differences influence consumers purchase decisions Role of Social Media:**

As the consumer journey contains range of purchasing influencers like the service and product reviews, social media and targeted ads, most people could hear about the social media’s role in the current buying process. According to Goodrich and De Mooij (2014), most of the social media platforms have opened up their doors to assist the marketers in order to pursue social customer via special interactions. Facebook and Twitter plays a crucial role with the customers that are ready to consign a product or a service (Grimmer and Woolley, 2014). As nearly all the social media platforms have good success rate with the campaigns fixed on prizes and consumer competitions, a great paradigm of social media triumph is Sony that leverages Twitter platform to incentivize the extra purchases by presenting 1,500 Twitter users.

According to Deloitte review, the percentage of customers using the social media while shopping is varied with the group they shop in case of the desired item. Besides, most shoppers follow closely by seeking electronics, home furnishings, health and well-being (Dai, Forsythe and Kwon, 2014). At the same time, the shoppers are likely to buy on the same day where the social media was used to aid the shopping endeavours. Surprisingly, age factors in social media also influences the decision process of customers in terms of purchase decisions (Cheung and Lee, 2012). Likewise, a Deloitte review has found that around 47% of millennials in comparison to 19% non-millennials spend more when the use the digital shopping methods.

As humans tend to be emotional in terms of purchases, the social media caters the right side of human brains. This makes logic if the contribution of social media at present analyses 41% of people that tend to purchase a product before they are stumbled on (Carrington, Neville and Whitwell, 2014). According to a critique on social media, around 41% of the people that buy a product on buying a product stumble while 75% of customers accept that advertisements as truth for the marketers have a ground where they can reach the target audiences better to convince while purchasing a product (Andrews et al. 2012). Thus, reviews, referrals and recommendations are been made from trusted sources that can repress the confidence of a buyer to trigger while making a purchase (Shankar et al. 2016). Moreover, as per HUBSPOT, 71% of the customers are liable to make an acquisition on social media reference because most shoppers become disposed to base their opinions regarding less advertisements and more C2C interaction.

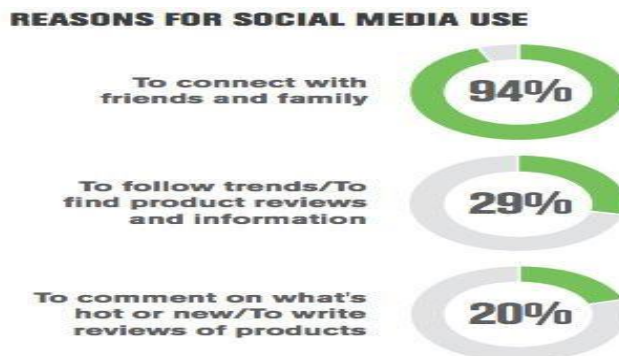


Figure 4: Social media on consumers purchase decisions

(Source: Sasmita and Mohd Suki, 2015)

### **Role of Cultural differences:**

In terms of cultural differences, certainly customers find situations that are restricted in order to define the cultural situations. From Hofstede's cultural dimensions in terms of quality, most of the customers are considered perfectionists (Rawal, 2013). Power distance here deals with inequality in affluence, power and prestige while individualism deals with the awareness of one's identity. In line, cultures with high Power distance are individualistic because they are liable to engage with the quality for effective decision-making process. As per Pantano and Priporas (2016), the customers from the individualistic cultures are quite aware than collectivistic cultures. Here, brands as a symbol of prestige and status from the individualistic cultures may buy the brands that they could perceive in situations, which are suitable (Dai, Forsythe and Kwon, 2014). According to Hofstede, the disposition made to purchase the new brands and products is mainly considered by the high individualistic orientation. Rather, the customers from the individualistic cultures tend to present higher tendency to innovativeness and risk that those of the collectivistic cultures (Cheung and Lee, 2012). Moreover, the collectivistic cultures are conventionality-oriented and show higher level for group's behaviour and concern made to promote sustained existence.

According to Hong and Cha (2013), most masculine societies also put greater accent to success, achievement and purchase for the new items. It is conceivable that a greater emphasis to the masculine societies place on a thing this is expressed through better propensity for purchasing new items. As per Hudson and Thal (2013), the customers from the individualistic cultures are expected to exercise hedonistic shopping than the customers from collectivistic cultures (Jang, Prasad and Ratchford, 2012). It is intended that a hedonistic shopping having conscious style designates facets of customers, which relate to fantasy, emotive and multisensory aspects on product experiences. Rather, using hedonistic consumption viewpoint, the consumers see the product not as purposeful units but rather seem to be subjective. It is noted that consumers from the individualistic or masculine cultures are price aware than the customers from feminine or collectivistic cultures (Karimi, Papamichail and Holland, 2015). It is quite different that collectivistic cultures are accepted to be concerned with the status when attributed to a brand and pay responsive for maintaining status and prestige. However, customers from the individualistic cultures or power distance are more loyal to brand to the customers from individualistic and small power distance cultures.

### **2.8. How global and international mobile brand differs**

To differentiate this, a wide variety of examples are been taken to illustrate how international and global mobile brands differs. According to the global market, Chinese Smartphone vendors have been driving with a good force in all the markets starting from India (Kacen, Hess and Walker, 2012). *For instance*, Vivo, Oppo, and Gionee are the highest sellers that produces more than three quarters of all the phones that are been shipped as per 2016. As per Chen and Chang (2012), there has been increased dependence on the mobile apps that is leading the consumers to seek the phone upgrades by driving the growth factor. The report from International Data Corporation (IDC) intended that the growth of the local acceptance of the Chinese vendors in the home country have good improvement in terms of product features and enhanced marketing messages (Cheung and Lee, 2012). However, taking on the Indian market, mobile manufacturers are putting a big competition in brands like Apple, Nokia, Sony and Samsung. In 2013-15, brands like Karbonn, Celkon, Intex, Lava Mobiles and Micromax had made a tough competition for these famous brands but currently as per the international market, purchase of mobile phones like Samsung has been widely popular because of its richness that it brings (Dai, Forsythe and Kwon, 2014). Moreover, Oppo and Vivo has also held the market strongly and making wide promotions everywhere to sell their phones with a cheaper rate and with features that is comparable to Apple iPhones.

### **2.9. Psychological processes involved in mobile phone purchases**

To analyse why the consumers, purchase the particular brands of mobile phones, one should judge the psychological processes that are involved in the purchasing decisions (Dabholkar and Sheng, 2012). The customers here can be influenced to purchase a product because of advertising process seen in them. Additionally, if there are optimistic thoughts in customer's memory, then the impact might be greater in respect to the consumer's attitudes towards the mobile brand. According to Gao, et al. (2012), some of the companies realize that the cognitive attitude must be present to heavily advertise potential customers about their products and at the same time, increase the frequency of exposure towards marketing messages. This is mainly done through TV ads or by the sponsorships in sporting events. It also increases probability of customers that think while purchasing a mobile brand. As opined by Goodrich and De Mooij (2014), in mobile phone industry, the mobile handset manufacturers and the service providers often show range of handsets with differing product features. Thus, these phones are mainly manufactured by the many firms and designed to appeal the customers as well.



### 2.10. Impact of mobile phone purchase on consumer behaviour

As opined by Hong and Cha (2013), mobile technologies are changing gradually with the behaviour of customers and retailing as well. At present, the customers have a high possibility to use Internet enabled mobile devices like Smartphones, tablets, and mobile phones for purchasing. Grimmer and Woolley (2014), states that the mobile is bringing internet to the customers 7 days a week and 24 hours a day at customer's convenience. It is also intended that mobile phones make the customers empowered because of the accessible online content (Hudson and Thal, 2013). Besides, mobile technology is also making it quite probable for offline and online retailers to attract the new consumer to expand their markets. Credibly, it is proposed that WIFI enabled devices are letting the retailers to track store's traffic and repeat the customers too. According to Jang, Prasad and Ratchford (2012), mobile technology also offers some of the business opportunities to change the cost structure and the local barriers to make entry to several industries. However, mobile phones also offer location-based data that could decrease reliance on modelling the rates of hotels as well.

Karimi, Papamichail and Holland (2015) indicate that the advantages of mobile connection also offer to users like ubiquity and convenience. In addition, they offer the security in terms of a user to be authenticated as the wireless device has exclusive identification code (Kacen, Hess and Walker, 2012). Besides, the user could also be authenticated because the wireless device has a exclusive identification code where the user's location could be tailored to a content that provides degree of privacy when compared to a PC. Another benefit is the instant access to data that could be seen viable with the PCbased internet access. According to Kukar-Kinney, Scheinbaum and Schaefer (2016), mobile phones are used for certain activities like text messages, emails, Internet browsing, messaging services and video watching as well. Gradually, this is also used for GPS tracking, taking pictures and creating videos. It is intended that every tenth customer of the Nordic region has been shopping online with the mobile phones (Pantano and Viassone, 2015). Results say that during 2013, 13% of the customers used a mobile phone for purchasing products online.

As most of the modern customers are connected, the mobile phone's function like calling is becoming less pertinent to them (Maity and Dass, 2014). Besides, mobile phones are also changing the landscape of how people make the purchases in physical and online stores. Access to online sources is changing in a way where purchaser can make a choice what to buy. Similarly, some of the social media platform also plays a huge role in case of the search process (Pantano and Priporas, 2016). Around 60% of the customers are starting online search procedure by typing the queries into search engine module like the Google, which accounts 40% of data on social media platforms like Twitter, Facebook, and YouTube. Readily, majority of the customers also go online to seek the deals before purchasing (Powers et al. 2012). According to a survey, 62% of the customers search for deals that are included digitally including the mobile. Some of the companies also rely on physical stores to make complain by stopping their displays in a store for product advice (Rawal, 2013). Moreover, with the help of mobile phones, the companies are driving the in-store sales by providing the mobile-activated postcard with scan codes to activate customers for coming back to their store once again.

### 2.11. Consumer's mobile phone usage in-store

According to Sasmita and Mohd Suki (2015), as most of the customers still favour to shop in the physical stores, mobile phone has been increasingly becoming an integral part for the in-store behaviour. Some customers have globally reported that their mobile phone is used in-store. Besides, the customers that use their mobile phones for purchasing in different on the type of store they are. *For instance*, mobile phones are quite popular in the grocery stores and departmental stores (Smith, 2014). The consumers that are in electronic stores is likely to use their mobile phones to compare prices, read reviews and scan quick response for the codes having additional information. As consumer behaviour is evolving, tablets and Smartphones are also used in-stores (Thøgersen, Jørgensen and Sandager, 2012). Gradually, consumers searching for comparable prices ask for advices using mobile phones. In order, the popularity of the quick responses and the bar code for scanning with the mobile phone give access to the customers to look for cheaper options while shopping.

As argued by Shankar et al. (2016), as mobile phones are used increasingly in evaluation phases for customer journey, the customers are also gathering information. However, as customers are using more and more mobile phones to assist their purchasing experience, the consumers have the liability to use phones for search for store hours, get coupons, download apps and scan products with their apps (Shah et al. 2012). With assistance of mobile phones, most customers are progressively comparing the product prices and even for purchasing products from the mobile phones (Carrington, Neville and Whitwell, 2014). Certainly, it is known that mobile phones can provide the customer a scope of online shopping that is quite different from in-store shopping.

## 2.12. Conceptual framework

Based on the literature review and research, the following Conceptual framework is developed in this research. This area is mainly illustrated by analysing the factors that work for purchasing a mobile phone.



Figure 5: Conceptual framework

(Source: Andrews et al. 2012)

As seen in the above diagrams, factors like price of the mobile phone, social factors, durability, brand name, product features and after sales assistance are some of the immediate factors that influence the purchase decision of the buyer.

## Chapter Summary

This chapter has discussed the key underpinning themes for the research. The next chapter presents and justifies the chosen methodology.

## 3. METHODOLOGY

### 3.1. Methodology- An Introduction

The primary research used for this project would be a qualitative methodology. As this is one of the accepted research approaches in Masters Level, this move would be quite convenient to answer the research questions that are been posted in a comprehensive way to give an insight of the understanding of the topic. As described by Anselin, Florax and Rey (2013), “*the process intended in this research would try to analyse the entity in case of a qualitative and complex research, which unfolds over a certain time*” Besides, Bernard and Bernard (2012) defines the importance of the topic while undertaking the project. The interaction between the entities gives good clarity to define the questions, which are being researched. However, the use of this method would give a greater emphasis to analyse the research questions that are posted (Crowhurst and Kennedy-Macfoy, 2013). Indeed, the relevance the research has will work coherently with the study and analyse what mainly to do here.

According to Crow and Edwards (2012), the focal point made for this research is congruent because either this may have a single entity or this may have multiple entities made within the context. The exploration done for this study might easily discern from several possibilities but it is intended that the research would only focus on a single concept. For ease of this study, some of the students are used for this research to work within (Wisdom et al. 2012). As the topic is to investigate the consumer’s purchase decision journey while purchasing a mobile phone, various forms of research has been illustrated to develop this project.

### 3.2. Research Philosophy

Wieringa (2014) have asserted application and adoption of the philosophical aspects of the research that could be viewed with the set of multi-dimensional variables. This could be examined further by asking questions like *what is the nature of research. What are the roles been considered and what is acceptable in terms of expertise.* Research philosophy comprises of three types as Positivism, Realism and Interpretivism Philosophy (Vogt, Gardner and Haefele, 2012). Unlike the Positivism philosophy used in most research because of the surveys conducted, it often involves the

manipulation of reality with the variations made for a single dependent variable. The researcher has gone with Interpretivism philosophy because the ongoing research on consumers purchase decision on mobile phones could be easily analysed with a subjective interpretation (Tuckman and Harper, 2012). Besides, the intervention made in reality can be understood fully here. Rather, the study defined for this phenomenon in the natural environment is crucial to the interpretivist philosophy. The interpretations made in reality could be well maintained with the interpretations on scientific knowledge (Saunders and Lewis, 2012).

However, due to person-centred approach, the nature of the study involves consumer's knowledge in purchasing decisions that would seem to be prudent with the interpretive phenomena.

### **3.3. Research Objectives**

The Objectives that are to be examined in this research includes as:

1. To analyse why the global mobile phone brands, differ from the other brands in terms of purchasing
2. To investigate how purchases of mobile phones are redefining consumer's decision journey
3. To identify the role-played by culture and social media for influencing consumer's purchase decisions when purchasing mobile phones
4. To gain in-depth knowledge on the impact of mobile phone purchases on consumer behaviour

### **3.4. Research Conclusions**

It is being intended that the ongoing study will highlight the corresponding process of the research been made to identify the synergies on consumer's behaviour in terms of mobile phone purchase. It is quite important that the research made to illustrate the underlying factors determine the decision to purchase a mobile phone. However, the decision journey is also illustrated with factors that are effective to analyse the research with proper research methods.

### **3.5. Data Collection Technique**

According to Rowley (2012), data collection is analysed as the procedure of measuring information on variables of awareness in an established way that enables one to reply the research questions and evaluated outcomes. Data Collection mainly consists of two types: Primary and the Secondary. Primary data collection involves collection of original data that is undertaken by the researcher to gain insights into an issue by reviewing the secondary data Pahl and Beitz (2013). This type of data is obtained from the first-hand sources through surveys, experimentation, and observations and is not subjected to any processing or manoeuvring. On the other hand, secondary data is collected from sources that are been published from several books, scholarly articles, peered journals, web articles, newspapers, etc. (Novikov and Novikov, 2013). In this research, the researcher has gone with primary data because this is ideal for the topic to analyse data with the help of qualitative research.

### **3.6. Quantitative or Qualitative Research**

#### **3.6.1. The way to go**

As the continuum in this research is difficult to point out, the way of analysing and gathering the data takes precedence over another. To get a feasible solution, it could be quite useful to consider the implications that are been intended to use academically and personally in this research Larsen-Freeman and Long (2014). However, it is subsequent that the amount of time spent on the discussions would be a bit worthy for the MIM project. A question is also been raised about the differentials that could be seen as a leader in case of this methodological discussion (Kelly, Lesh and Baek, 2014). Some of the theorists have cited a greater emphasis to conclude the best methods to be applied. In case, this could be a greater emphasis when intended to define the likeability of the research to help decision-making. Moreover, the process that could concentrate on the set objectives is realistic but this may have the attribute to present both quantitative and qualitative research methods.

#### **3.6.2. Qualitative research- the chosen one**

According to Houghton et al. (2013), qualitative research is broadly considered as a methodological approach that would encompass many such research methods. Besides, the aim of the qualitative research might vary with a corrective background like a psychologist looking to gather in-depth accepting on human behaviour (Hulley et al. 2013). The

qualitative methods recognize why and how unlike what, when, who, and where have a powerful basis on the field of psychology to understand the social programs. In convention to statistics, the qualitative methods produce information mainly on a particular basis and in general, the conclusions are considered as the suggestions. As opined by Hewson and Laurent (2012), the qualitative could also be used to seek empirical support on research hypothesis as well. Unlike, the positive nature of qualitative research conversely provides the researcher an opportunity to accomplish individual perceptions and viewpoints that are obtained observations and interview questions.

### **3.6.3. Research Approaches**

According to Herr and Anderson (2014), research approach consists of two types: Deductive and the Inductive approach. The deductive approach is known for the testing theory where the researcher tries to develop a hypothesis or a theory whereas the inductive approach is known for building a theory where the researcher starts with assembling data in order to develop a theory.

For this research on “*Investigating the Consumers Purchase Decision Journey When Purchasing a Mobile Phone*”, the researcher has taken inductive research approach because this begins with specific measures and observations, and finally detects the regularities and patterns that result in formulating the uncertain hypothesis that could be explored (Harwell, 2011). The Inductive approach also ends finally in developing some theories and conclusions for the ongoing research. Consequently, the qualitative technique could be applied for primary data with the data gathering procedure. As argued by Fraley and Hudson (2014), inductive research also relies on analysis and collection of qualitative data to reflect the differentials under a particular phenomenon. The researcher here has attempted to analyse the behaviours and cultures related to samples on consumer purchase decision while buying a mobile phone (Creswell and Poth, 2017). However, a phenomenological approach for this approach could be pertinent to get an insight of attitudes, motivations and behaviours of the sample constituents. Thus, a particular emphasis is also given to the ongoing research whose attributes define the researcher’s bias and the distorted perception as well.

### **3.6.4. Qualitative Research- Interviews**

#### ***1. Structured and semi-structured interviews***

Structured interviews are mainly used in case of survey research and the aim is to ensure the interview to be presented exactly with the same questions in a similar order (Christensen et al. 2011). This also ensures answers that could be aggregated reliably with the comparisons made with confidence among the sample sub-groups or different survey periods. In case of structured interviews, the interviewer reads the questions exactly in a way, which appear on the survey questionnaire.

In case of a semi-structured interview, a set of questions does not permit one to be diverted. However, it is very open that allows new data to be brought up during the interviews. As per Christensen et al. (2011), the interviewer in case of a semi-structured interview has a structure that needs to be discovered. Besides, it is useful for the interviewers to have an interview, which have a familiar grouping of topics and related questions that interviewer ask in diverse ways for several participants (Creswell and Poth, 2017). The interview guides also help the researcher to focus on the interview without restraining them to a meticulous format. Rather, semi-structured interview involves two results i.e. observational data and production of rich data (Fraley and Hudson, 2014). The researcher predicatively has used semi-structured interviews that have a good correlation on consumers purchase decision journey when purchasing a mobile phone. However, face-to-face interviews are considered a best option for conducting data in the findings section.

#### ***2. Choosing face-to-face Interviews***

Face-to-face interview is technique of data collection where the interviewer would communicate honestly with the respondents in lieu of the prepared questionnaire. According to Harwell (2011), this method enables the researcher to obtain accurate information, attitudes, preferences and consumer evaluations during the conversation with the respondent. Face-to-face interview also ensures high quality of obtained data in order to increase response rate (Creswell and Poth, 2017). This is mainly applied in a certain population where the reader or the customer surveys regarding the intensive practice.

As argued by Hulley et al. (2013), the interviewer in face-to-face interviews gains a deeper reach to analyse the exact answers by treating questionnaire like a considerable discussion and assuming the validity of each answer as well. Since face-to-face interviews are effectual, this could be time-consuming and costly (Herr and Anderson, 2014). The interviews

conducted also require a considerable amount of time to recruit, schedule, identify costs and travel time to meet the respondents. In case of B2B research, a panel of target respondents could not be present and this have to be dealt with a tailored investigation (Hewson and Laurent, 2012). However, the key area is to identify the decision-makers to access them without a pre-existing relationship. It is also considered that the interview length for this research can be quite longer as the participants have a larger devotion to participate.

### **3. Applicability of the Questions**

In this research, a list of sample questions would be framed by the researcher that would be influenced directly by the research objectives and the literature review. In case of data collection, as per Houghton et al. (2013), the data generated would directly link with the research questions. As this research is framed with attributions, experiences and perceptions, participating in the sample would be prudent in case of direct questioning for the sample group. As proposed by Kelly, Lesh and Baek (2014), the use of the online questions was considered as an effective mechanism, which would create antecedent to face-to-face interview. However, the questions that would be analysed in the findings part would be constructed with the assistance given by the researcher.

### **4. Questionnaire design**

The interview questions analysed in this topic includes the cognitions and the transient feelings, which influence the purchase intentions through attitudes. The questions that would be designed for this research include as like:

1. *What is your age and where are you from?*
2. *Which brand's smartphone are you using?*
3. *How frequently you change your phone?*
4. *What are the things you considered before buying a mobile phone?*
5. *Did you do a research before buying a mobile phone? if yes, then what were mediums you used?*
6. *Did you share your experience after buying a mobile phone? if yes, then where? which platform you used?*

However, another few questions would also be set in the findings part taking all the constraints that would be interviewed by the customers readily.

## **3.7. Sample of the Project**

### **3.7.1. Sampling**

For qualitative research, sampling choices enable the researcher to deepen the understanding on whatever the phenomena that is being studied (Larsen-Freeman and Long, 2014). Sampling is of two types mainly: Probability and Non-Probability Sampling. In this research, the researcher has chosen Non-Probability Sampling where a person's likelihood is being selected for the membership in the sample size. As stated by Novikov and Novikov (2013), non-probability sampling does not symbolize a larger population and it does not denote that they are being drawn randomly without any detailed purpose. Non-Probability Sampling is mostly qualitative because the nature of the research goal is idiographic to understand and rather is nomothetic to understand (Pahl and Beitz, 2013). However, to define the face-to-face interviews, the researcher has used purposive sampling. This is where the researcher begins with a specific perspective and wishes to seek out the participants covering full range of perspectives.

### **3.7.2. Sample Size**

The sample size intended for this study is 20 Customers that would be interviewed face-to-face by asking questions regarding the consumers purchase decision journey when purchasing a mobile phone.

## **3.8. Data Analysis**

### **3.8.1. Sources of Data**

While conducting this research project, it is essential to think the sources of data that would be necessary to give an informative answer to the posted research questions (Rowley, 2012). In terms of data, the areas that need to be considered include questions developed by the researcher, participant observation, documented evidence and interviews with the customers. According to Saunders and Lewis (2012), a good consideration was given to the personnel that were involved in the scope of activities to be undertaken. However, the rationale to this study is also examined on the evidence that is carried with the internal and external sources.

### **3.8.2. Qualitative Data Analysis**

The purpose to support qualitative data analysis is accepted widely, and the area is considered complex. As opined by Vogt, Gardner and Haeffele (2012), this involves processes like coding or categorizing to make sense with the essential areas of the research. As the researcher defines the research with the descriptive data, the common things set to emerge. Besides, this stage also involves ensuring a descriptive phenomenon that is considered with the interpretation of information i.e. numerical in terms of qualitative research (Tuckman and Harper, 2012). This also discovers the underlying trends and the patterns that are vital for conducting the research with face-to-face interviews (Wisdom et al. 2012). In this research, the researcher has taken Phenomenology approach to analyse the data that will organize with a philosophical perspective. This approach is mainly emphasized with a focus on subjective interpretations and experiences. Rather, making multiple copies for the original data will present two or more themes that are basic in nature to illustrate how data is occurred (Crow and Edwards, 2012). Moreover, the thematic conclusions would also be recognized as the informative terms with the present literature and the overall research objectives.

### **3.9. Ethical Considerations**

Ethical considerations are mainly specified as the important part of doing research. This is where the participants are being informed about what he/she is going to do in the research or how to minimize the interests in case of a obligations. Few of the considerations are been listed below:

1. The research participants must not be subjected to any harm whatsoever.
2. The respect of dignity for research participants must be prioritized with full permission given for the prior study.
3. Protection of privacy for the participants should be ensured so that adequate level of research data could be ensured (Crowhurst and Kennedy-Macfoy, 2013).
4. The anonymity of organisations and individuals that are participating in the research is to be ensured so that one can know the exaggeration and deception about aims and objectives.
5. Any type of message in relation to the research is to be done that has transparency and honesty. However, in this research, the participants are been provided with the information sheet that have detail expectations before the completion of the research (Anselin, Florax and Rey, 2013). The participants were also asked to sign the Consent Form on highlighting the principles about data protection.

### **3.10. Research Limitations**

While undertaking the research, it was prudent, ethical and sensible to define the limitations of the research. These types of considerations are crucial when researcher publishes the results. In case, the small sample size taken for this research might affect the robustness of the findings but it would be very useful to make a note on the scale been applied to the sample inclusion that has limited amount of generalizations (Bernard and Bernard, 2012). As noted earlier, the influence of the biasness of participants with cognitive response is noted but the impact in particular could be very influential to produce a certain bias. In turn, this influence might be provided to a data set that is considered less robust, less credible and unreliable.

## **4. FINDINGS AND ANALYSIS**

In this fourth chapter of the dissertation the researcher has analysed data through the opinion of the respondents. The opinion of the respondents has been supported through the articles and journals which are written by the previous researcher. Through the evaluation of the opinion of the respondent's suitable data of the research can be collected. The opinion of the respondents is supported by the literature review. A survey has been conducted on the customers of the mobile company. The point of view of the respondents is seen in the literature review that is written on purchasing behaviour of the customers of the mobile company.

### **Objective 1: To discover the factors influencing the purchasing decisions of mobile phones**

The respondents are asked the question about the factors that is affecting on the purchasing decision of the customers in the competitive business. The respondents are free to give their opinion on the factor that is affecting on their purchasing mentality. From the opinion of the respondents, it has been seen that technology is the most important factor this is responsible for the purchasing mentality of the customer. The respondents opined that they eager to purchase the mobile

phone having high technology. The latest technological innovation is the most important factor that a customer is needed from the mobile phone. The respondents opined that,

*“Before purchasing a mobile, they are eager to evaluate the most important factors. These factors include price, features, quality, brand name, durability, social factors and the position of the brand in the business market”*

The accountability of the research is seen through the keen support from the literature review where it has been seen that most of the research journal on the purchasing behaviour of the customer properly evaluated the impact of technology in the purchasing behaviour of the customers in the business market. In the research journal of *“Impact of online product reviews on purchasing decisions”* that is written by Holleschovsky and Constantinides (2016), it has been evaluated that 45% of the customers are eager to accept mobile phone with the high technological application. The customers are asked about the impact of brand name on their purchasing behaviour. The respondents opined with their suitable explanation that the brand name is mostly affecting their purchasing decision. The respondents opined that,

*“Brand name is the tool which can positively change people’s buying behaviour. The popular brand name of the mobile company has a significant effect of brand name on their decision making”*

The opinion of the respondents is supported with the literature review of *“International Journal of Marketing & Business Communication”*, that is written by Kumar and Gupta (2017), where it has been maintained that Brand name or brand image is the dependent variable of study and Consumer buying behaviour is independent variable which is sub divided into four variables. Therefore, it can be said that brand name depends on the purchasing decision of the customers. In the marketing research journal, it has been clearly mentioned that the mobile company like Apple Inc. and Samsung are consistently trying to increase their brand name in order to attract large share of the customers. The psychological behaviour of the customers is predetermined by the initiative of the customers in the business environment. Popular brand name of the goods and product increases a sense of purchasing intensity on the mind of the customers. Before purchasing a mobile phone, a thorough market research has been conducted by the customers. The product having essential brand name are selected by the customer as they think that brand name is the subject of good product. In the competitive business marker, it has been analysed that the customers are eager to understand which brand is consistently getting populate in the business with the concern of the other customer. Furthermore, it has been analysed that the goods and product with the effective brand name are accepted by the customers as they are best seller.

The respondents are asked to understand the impact of mobile price upon their purchasing decision. From the opinion of the respondents, it has been analysed that the product price is the most important factors that lead them to purchase a product from the market. Customers are eager to purchase goods and products with the essential quality and reliable price. The mobile phone having low price are affecting on the purchasing decision of the customers. The companies are producing mobile phone with the considerably less price in order to shifting their attention from the other company. The respondents opined that

*“When I decide to purchase a mobile phone, I must watch price through which I can get latest technology”.*

The opinion of the customer is supported through the information that is taken from the research journal of *“Information & Management”* by Liao et al. (2017), it has been mentioned that the challenge here is deciding exactly how value touchy your objective market is. In a few ventures, cost is the main non-item factor. In others, it assumes an extremely negligible part. Shopper spending choices are known to be significantly affected by the monetary circumstance winning in the market. This remains constant particularly for buys made of vehicles, houses and other family unit apparatuses. A constructive monetary condition is known to make customers more sure and willing to enjoy buys regardless of their own money related liabilities.

The respondents are asked about the impact of group influence on the purchasing decision of the customers. The respondents opined that while purchasing mobile phone they must take the suggesting of their family members and the friends. Apart from this, it can be said that the opinion of the family and the friends has positive impact on the purchasing decision on them. In the business market it is very tough to select the goods and producer with the effective quality. Therefore, the customers are taking suggestion of their family and the friend in order to deal with their purchasing decision. The respondents opined that,

*“I preferably follow my friends’ suggestion that have recently purchased a Apple iPhone. My family members also suggested me about their experience about the phone service which they have recently purchased”.*

The opinion of the respondent is found in the research journal of “*International Journal of Marketing & Business Communication*”, that is written by Kumar and Gupta (2017), it has been mentioned that the psychological behaviour of the customers is pre-determined by the suggestion that is given by their family members and friend. In the research journal, it has been mentioned that, family impact is considerably observed to influence the choices made by a shopper. The essential compelling gathering comprising of relatives, schoolmates, close relatives and the auxiliary powerful gathering comprising of neighbours and colleagues are seen have more prominent impact on the acquiring choices of a buyer. Say for example, the mass enjoying for fast food over home cooked nourishment or the rage for the SUV's against little utility vehicle are glaring cases of the same. In the research journal, it has been mentioned that the psychological behaviour of the customer is based on the suggestion that has been given by the friend and family. This process is considered as the social factor having great impact on the purchasing behaviour of the customers. Therefore, it has been seen that most of family members of family are using same mobile phone due to this factors. Marketers are consistently trying to influence the customers through providing them good quality of the product in the reliable price.

**Objective 2: To explore the influence of the Social media marketing on perception and buying decision of the consumers**

To introduce the subject of social media marketing and its impact on the buying decision, the participants were asked to reflect upon the importance social media websites in their lives and also discuss the manner in which they take reference from the social media to influence their buying decision of buying cell phones. More importance has been given on the importance of the feedback received on social media sites and the promotion and awareness done through such social sites.

The findings would be essential for this research project as it would help to realize the importance of social media websites in the lives of present generation individuals. The respondents mutually agreed on the importance of social media marketing and advertisements through such websites. This supposition would be supported by the research and studies of several authors such as in the journal, “*Journal of Internet Commerce*”, where Akar and Topçu (2011), have supported this supposition asserting that social media marketing has become an immense force in the lives of the consumers in the contemporary time of digitization. They have also asserted that customers have positive attitude towards the social media marketing. One of the respondents, Joseph has also expressed his feelings wherein he stated that

*“I do not have much to gather from all the kinds of information that is available on the social websites, though I often look up to such websites for offers on mobile phones. Recently I bought my Apple phone as I came to know of an amazing discount through my social account on Facebook”*

This finding from the respondent also reveals that while making purchases for most recognizable brands such as Apple or Samsung, respondents often consider looking for discounts and offers. This supposition from the finding of the respondent can be found to be parallel to the studies of Kim and Ko (2012), ‘*An empirical study of luxury fashion brand,*’ *Journal of Business Research*. In this research paper, it has been discussed by the authors Kim and Ko (2012) that the activities on the social marketing websites have quite significant impact on the customer equity. They also stated that social marketing is targeted towards such customers who are very indulgent in the social media activities.

There was another reported response from one of the respondents in the survey which has shed some light on the importance of brand name influence in the purchase habit of the consumers. The respondent named Kelly has stated with great determination:

*“I have always been very frequent on my social media pages and when it comes to buying phones or considering reviews for phones, I have always looked for the various suggestions that keep flashing up on my screen. However, I do not believe that all the advertisements that are released are genuine. Though, I do consider advertisements of Apple products. I kind of find them genuine. After all, why would the advertisements of Apple products be fake??”*

From this response, it is clear that while considering the advertisements on the social sites, the advertisements on popular brands such as Apple is considered to be reliable and considerate. The brand image and popularity of mobile phones matter to the consumer’s buying behaviour. This finding can be found to be relevant to as suggested by Stelzner (2011) in *Social media marketing industry report*. In this report, the researcher while presenting his analysis has suggested that majority of the consumers find it difficult to believe all the advertisements and promotions that appear on the social media sites. However, what instantly catches the attention of the customers is the brand of which the promotions and advertisements are being given on the social media. Thus the popularity of the brand and the brand loyalty of the



consumers determine to a great degree, the attention that the customers give to the social media marketing and promotions. This supposition has also been supported by another study that had been conducted by Tuten and Solomon (2014), in their research study, *Social media marketing*. In this study, they have provided examples to suggest that the impact of the advertisements as part of the social media marketing can be more effective if the customers have a preceding favour for the brand of mobile phones promoted.

The examples and responses stated above have been helpful in demonstrating the objective stated above. Although it has been found that there is little disparity among the respondents regarding the impact of social media marketing on their purchasing habit. Though it was noticed that the degree of impact of social media marketing has been variably impactful and the brand of the mobile phones was one of the main determinants in the effectiveness of such promotions.

### **Objective 3: To develop appropriate recommendations and conclusions on the strategies associated to social media marketing**

To suggest and recommend strategies that can be helpful in promoting the consumer behaviour towards purchase of mobile phones, certain assumptions would be made. The response from the respondents as well as the insights received from the analysis of the existing literature would help to develop strategies related to social media marketing. It can be asserted here that social media marketing is a very competitive platform and there are various brands and companies competing to secure the attention of the customers. In this competitive marketing scheme of things, there can be strategies that would be effective in analysing what measures can be taken in accordance with social media marketing.

From the survey that has been conducted by the researcher, it has been found that customers have become very addicted to the social media pages. Almost every individual has their own accounts on the social media websites. In fact, a majority of the individuals also have multiple accounts on different sites. Thus strategies can be developed in a way that promotions and marketing campaigns can be launched not just in one social media page but at multiple social media websites. In this way customers can be reached in a wider expanse and also the reinforcement of the promotion schemes can be done for every individual if they have multiple social accounts. In this regard, a response from one of the respondents can be cited. A respondent named Daniel had affirmed the presence of multiple social accounts in the survey conducted in which he asserted:

*“I love to be vigilant and active like my pals on the social media. It is such a happy space to be and to be aware of everything that is happening around you...I feel that everyone should have accounts in Facebook as well as Twitter and even Instagram...all my accounts keep more interactive and aware”*

From this response from the respondent Daniel it is clear that Daniel as well as his peers and pals do not just have one account but they are active on multiple social media pages. From his expression it is also certain that since they wish to be aware, social media marketing can be done on multiple sites at a time so that better awareness can be created among the customers. To support this supposition, certain viewpoints of some works done by some researchers can also be cited to provide literary authentication to the response above. As per the studies of Saravanakumar and SuganthaLakshmi (2012) in the *‘Social media marketing: Life Science Journal’*, it has been asserted that customers are now available at multiple social media sites and their presence can be felt at various websites. Thus it can be very effective if the social media marketing can be initiated at multiple sites at a time for better awareness and better promotion.

Another very significant finding that has been surfaced regarding the social media marketing that can help the social marketing is that review of the customers regarding the mobile phones and other products can help in the evaluation of customers' perceptions. Thus on such reviews from the customers on the pages of the companies need to be seriously considered. This recommendation has been shared by many respondents who participated in the survey and one such response can be quoted for giving evidence. One of the senior respondents by the name Mr. Murray who participated in the survey asserted:

*“I have always been very particular about what I utter on my social media pages. I have been in the retail and sales business for over 20 years. I believe that it is the responsibility of every customer purchasing any commodity to share its experience in the form of feedback for reference of other users.*

*I always make sure that I have purchased any product then I share the product experience on the social media page.”*

From the response above it is very clear that the feedback on the company's pages about the products can be a very effective strategy for social media marketing. Feedbacks can be very effective means for product development and also

for analysing the customer perceptions. This strategy has also been supported in the works of various significant researchers though for supporting this strategy, the work of Olsen (2011), *Data Collection: Key Debates and Methods in Social Research*, can be cited. In this data collection research work, the researcher has expressed his opinion that the feedbacks of the customers on the social media pages can be a source of great evaluation process that can help companies and brands to consider the feedback and make necessary changes in the social media marketing strategies.

Another significant strategy is the integration and promotion of the utility factor of the products so that the customers can be more prompted and influenced to buy the products. Most customers look for the durability and utility value of the products that they are buying above all other considerations. Thus the specifications of the mobile phones should be the focus of the social media marketing strategy. This finding finds support in many of the respondents' responses. One such response can be cited for better understanding of the strategy. A respondent named Ms. Kelly had expressed:

*"The first thing that I am concerned about while scrolling through the various offers on mobile phones that appear on my social media pages is the specification of the handset and whether it can be durable enough"*

To support this requirement, Kim and Ko (2012) in their work 'Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand,' *Journal of Business Research*, suggested that the social media plans and promotions should focus on the customer equity and utility value of products.

**Objective 4: To investigate the key buying-triggers and UPS's that influence international consumers when purchasing a mobile phone from a variety of international global brands.**

In order to investigate the various factors that triggers the buying behaviour of the consumers towards international global brands, certain assumptions have been made that would help to ascertain the manner in which the international consumers perceive the international mobile phone brands. For having a better understanding of the factors and USPs that trigger the buying behaviour of the consumers, the responses of the respondents have been recorded as well as the insight that has been gained from the existing literature sources have been very conducive. From the understanding received from the respondents' response and journals and articles, it can be stated that there are various factors that makes the consumers more attracted towards the international brands of mobile phones than the ordinary brands available in the market. Since the electronic industry operates in a very competitive market, the international brands of mobile phones such as Apple, Samsung, HTC have a comparative advantage over the other brands. What works in the advantage of such brands is their Unique Selling Price and value proposition?

From the survey that has been conducted, it has been seen that respondents have been found to have their preference inclined towards international brands while buying mobile phones. Most mobile phones purchased by the respondents are of popular international brands such as Apple or Samsung or HTC. Majority of the respondents was found to express that the brand name of the international mobile phones matters the most while they purchase mobile phones. To substantiate the fact that the brand name of the mobile phone is the greatest USP of international mobile brands, one of the responses of a respondent named Harry can be stated:

*"For me as a consumer it was enough to see that the mobile phone that I was purchasing was of Apple brand. The name 'Apple' itself is enough for buying my mobile phone"*

Another respondent reported that for them, the international brand of mobile phones justifies the value of the money for them. The international brands such as Apple, Samsung or Nexus, justify the prices that they set for the mobile phones. As per many respondents, higher prices of the mobile phones suggest higher quality and better service. To quote the response of a respondent named Kelly, she stated:

*"Yes, the iPhone7 that I had purchased is expensive than many of its competitors, but for me quality and service matters and the price in every sense represents the quality"*

To substantiate the assertion of the respondents stating that the brand name and the price and quality being the USPs and key factors triggering the purchase of international mobile brands, observations from an academic journal, *Decoding the new consumer mind: How and why we shop and buy*, can be cited. In this journal, the researcher, Yarrow (2014), has stated that the brand name of the mobile phones is its most important USP and the most significant factor that triggers the consumer's mind for purchasing the mobile phone. The author has also asserted that in the context of consumer electronic goods, for the consumers, higher price of the mobile phones suggest better quality, features and specifications. Thus if a mobile phones is priced expensive, it is considered as more desirable by the consumer.

### Objective 5: How culture influences international consumers of branded mobile phone

In order to gather information on the role of the culture of the international consumers in their preferences for branded mobile phones, assumptions were made to suggest the various ways in which the culture of the consumers shapes their purchase behaviour and perception of the branded mobile phones. For a better understanding of the impact of culture, a survey has been conducted through which the response of the respondents have been assessed to gain insight into their purchasing behaviour and to assess the factors that comes into consideration while they are purchasing branded mobile phones. For providing better evidences for the analysis of the culture of the consumers and their purchasing factors, facts and information from reliable journals and academic writings would be cited so that the authenticity of the study can be established. It has been observed that the consumer's perception of the branded mobile phones such as of Apple, HTC, Google Nexus, determines their purchasing decisions. The influence of the customer's culture is one of the psychological and social factors that shape their decision making. The culture and analogy of the customers determines if they would prefer to buy branded mobile phones in spite of their higher prices or would they buy ordinary and non-branded mobile phones as they are less expensive.

In this regard, one of the assertions made by a respondent (Patrick) belonging to a lower middle class family can be cited. The economic condition and the social environment of the respondent has determined his preference for mobile phones. He had asserted that:

*"For me a mobile phone is a commodity of utility and for making calls. For me the brand is not a determinant for buying the mobile phone."*

On the other hand, another young respondent named Anastasia has reportedly shown her preference for buying branded Apple phone. In this regard, her preference for iPhone is determined by her comparatively higher social status and peer influence. She herself stated:

*"I have always been fond of the Apple brand. I have always bought iPhone. My friend and peers also share a likeness with my preference for iPhone"*

To substantiate such claims, the journal, *Emerging value propositions for m-commerce: Journal of Business Strategies* can be referred where the author Clarke III (2011) has shared the opinion that the culture and social background of the consumers shapes their preferences and purchasing capacity. The authors Lwin and Williams (2016), in the *Journal of Business Strategies*, have also asserted that the branded mobile phone companies are well aware of the implications and influence of cultural backgrounds of the consumers and thus they are aware of their target customers.

## 5. RECOMMENDATIONS AND CONCLUSIONS

### 5.1 Conclusion:

In order to conclude this chapter, it can be said that different types of factors are affecting on the purchasing decision of the customers in the business market. From the data analysis chapter, it has been proved that the role of branding is very important in order to increase the purchasing decision of the customers. The customers are eager to purchase latest technological mobile phone in the reliable price. Apart from this, it can be said that the role of customer satisfaction is very important in order to deal with the business growth and development. In the organizational marketing strategy, it has been seen that the customers are eager to purchase goods and products of the effective design. From the data analysis chapter, it has been analysed that, the mental stability of the clients is foreordained by the activity of the clients in the business condition. Famous brand name of the merchandise and item expands a feeling of acquiring force on the brain of the clients. Before buying a cell phone, an exhaustive statistical surveying has been directed by the clients. The item having fundamental brand name are chosen by the client as they feel that brand name is the subject of good item. Different types of customer's attraction strategies are conducted by the popular mobile brand to grab customer attention. In the organizational concept, the researcher has analysed from the data analysis chapter that the social media marketing is most popular way that can attract the large share of the customers in the competitive business area. Apart from this, it can be said that the accountability of the research has been submitted through the customer attention process of the organization in the business market. However various issues which are related with the consumer purchasing decision have been found from the research. The psychological underpinning of the customers has been considered as the most affective issue that the researcher as found while conducting the research. Therefore, various redcomme4bndarin has been given been given in this research. The research limitation has been presented in this research that can allow the marketers to understand the way through which the research can be conducted properly. The researcher has presented future scope of the research that has presented various ways to the marketers in order to deal with the psychological underpinning of the research.

## 5.2 Linking with objectives:

### **Objective 1: To discover the factors influencing the purchasing decisions of mobile phones**

To elaborate on the factors that contribute to influencing the purchase decisions of the customers while buying mobile phones, at first there has been illustration of the concept of brand and importance of brand image in the purchase of mobile phones. In the literature review, the concept of brand and brand image has been discussed with the help of various observations by researchers. Research work has also been cited to evaluate the difference between ordinary brands and internal brands that influence the buying decision of the consumer. In the findings and analysis, it has been ascertained that the brand image and the brand loyalty of the consumers towards the international brands are the major factors influencing the purchase decision of the consumers. This presumption has also been established in the literature review. In the findings, it has been found that the pricing is also very important as customers find that the costlier the phone is the more reliable it is found by the customers. The same consideration goes with the assumption that costly phones have the most desired specifications. These assumptions have been addressed in the illustration of brand name and brand image in literature review.

### **THEREFORE, IT IS RECOMMENDED THAT:**

The marketing managers of the mobile company should broadcast an advertisement on the mobile brand. This process is very effective to influence on the purchasing decision of the customers

Different types of branding strategy can be implemented on the mobile company in order to attract the customers. Through the brand recognition, customers can shift their attention from one brand to another.

The best way to represent the brand in the international market is the comparative analysis. The marketing manager of the organization has to be effective enough to conduct a comparative analysis in order to deal with the growth and development of the organization.

The marketing managers of the organization have to be making regular communication with the customers after their purchase. Through this process a trust worthy relationship can be established between them

### **Objective 2: To explore the influence of the Social media marketing on perception and buying decision of the consumers**

In the literature review, there has been elaborate illustration on the association between the brand image and brand popularity on the social media marketing. It has been asserted in the literature that on social media, around 41% of the people that buy a product on buying a product stumble while 75% of customers accept that advertisements as truth for the marketers have a ground where they can reach the target audiences better to convince while purchasing a product. This has been supported in the findings and analysis where it has been asserted that the brand image and loyalty are the main determinants in social media marketing. In the literary discussion as well as in the views of the respondents, it has been consistently established that there is direct relation between customer equity and social media marketing. While the importance of social media advertising and promotions were discussed in the literature review, it was established that in such promotions and advertising, the customer equity is always highlighted. In the literature review, the indulgence of the people on social media websites has been stressed by various researchers and authors in their work. This indulgence has been working in favour of social media marketing as described in the literature. This factor has again been highlighted by the respondents as given in the findings and analysis. Another significant aspect that has been highlighted in the literary discussion is the focus of cultural difference in social media marketing and advertisements. This aspect has been reflected in the response of the respondents in the survey as reflected in the findings where they asserted that they often look through the social media pages for discounts and offers on mobile phones and for getting feedbacks from peers and friends.

### **THEREFORE, IT IS RECOMMENDED THAT:**

Brand image is a very significant factor when it comes to the success of the social media marketing. Thus mobile phone companies should make efforts so that the customers can be more attracted towards their social media marketing. This can be achieved through more brand awareness generation. There is also need for giving more offers and discounts on social media pages for attracting more customers.

Through the comparative analysis, organizational strength and weakness can be identified properly. Apart from this, it can be said that this process is very effective for the marketing manager to have enough understanding on the current situation of the competitors in the business market. On the other hand, this process helps to build up proper competitive strategy. Apart from this, it can be said that the marketing manager of the organization has to deal with the organizational management process that can effectively increase organizational success in the business market. The customer's loyalty programs are positively increase customers base in the business market

**Objective 3: To develop appropriate recommendations and conclusions on the strategies associated to social media marketing**

From the analysis that has been provided in the literature review with the help of academic journals and research work various suggestions and recommendations for improving the strategy in social media marketing in respect of the customers have been highlighted. In the literature review, as per the opinion of academic writers, efforts should always be taken to improve the marketing campaigns and promotions so as to improve the awareness of the mobile phones among the customers especially if the mobile phones do not belong to international brands. It has also been seen that such promotion need to be initiated at multiple sites as established in both the literature analysis and respondents. Researchers such as Jang, Prasad and Ratchford (2012) have expressed their opinion in favour of focusing on the feedback that can be received from the company's websites about the mobile phones. It has again been stressed in the opinion of the respondents that they consider the feedback on the company's websites before buying mobile phones. As discussed in the various opinions of the researchers in the literature analysis, the utility factor of the mobile phones need to be stressed so that the customers can be naturally inclined to consider the mobile phones as for them quality and specifications is the main determinant for purchase. This has also been reflected in the opinion of managers and respondents who have expressed their opinion reflecting that as customers, they always look for the features and price for buying the mobile phones. The factors of price and quality and the utility of the mobile phone have always been considered to be the main factors that differentiate between ordinary and international mobile brands.

**THEREFORE, IT IS RECOMMENDED THAT:**

It can be recommended that the second and third findings can be source of great help in formulating the strategies. The feedback system can help in better evaluation of the marketing strategy and the focus on the utility factor can help to satisfy the customers and influence their purchasing intent. The price of the mobile phones set in the market should also be set in a manner so as they reflect the quality and specifications effectively. If the price is set higher and they do not justify the specifications in the mobile phone, then the customers will not buy the product. In the similar manner, if the prices are lower than it would be received as a sign of limitation of the product.

**Objective 4: To investigate the key buying-triggers and UPS's that influence international consumers when purchasing a mobile phone from a variety of international global brands.**

In the various assumptions that have been made in the literary discussion, the most common variable has been the brand name of the international brands that gives them the competitive advantage over other mobile phones in the market. In the discussions in literature review, it has been established that brands have now emerged as a symbol of prestige and status from the individualistic cultures and they buy the brands that they could perceive in situations, which are suitable (Dai, Forsythe and Kwon, 2014). The customers from the individualistic cultures tend to present higher tendency to innovativeness and are ready to pay higher prices than those of the collectivistic cultures (Cheung and Lee, 2012). It has been perceived that those respondents that have taken part in the survey have mostly shown individualistic culture and they have expressed their opinion in the favour of brand name that reflects their status and prestige. As expressed by the respondents, they are ready to pay higher prices for buying mobile phones of international brands as they believe that the higher prices charged by the brands reflect their higher quality and specifications. Thus it has been seen that the brand name, higher prices are the USP of the international brands as stated in the cultural study reflected in the literary discussion.

**THEREFORE, IT IS RECOMMENDED THAT:**

The mobile phone brands are required to set their target markets effectively by analysing the culture so that they can have a fair estimate of the prices that needs to be set so that the sales can also be estimated. The sales of the mobile phones would depend on the culture of the individuals that are being targeted through advertisements and social media platforms. If the

Consumer electronic brands need to make effective use of promotions for improving the brand name. The price of the mobile phones should be set in a manner that they reflect the specifications in the best possible manner

**Objective 5: How culture influences international consumers of branded mobile phone**

Most of the respondents interviewed were shown to have inclination towards using branded mobile phones and one significant aspect that has been made very clear is that such respondents belonged to higher income group and also belonged to individualistic society. This impact of the culture on the purchase decision has been critically discussed in the literature review also. Where it was discussed in details as to how the culture of an individual frames the perception of the individual and how that perception of things objectifies their purchase decision or value of things that they expect from their purchases. As per Hudson and Thal (2013), customers belonging to individualistic cultures are expected to engage in hedonistic shopping than those belonging to collectivistic cultures. Customers in the individualistic cultures are more loyal to brand than the customers from collective cultures.

**THEREFORE, IT IS RECOMMENDED THAT:**

Depending on the preferences of the customers, shaped by their culture and social position, the branded mobile phone brands need to set their target markets so as to have a fair estimate of their sales and purchases.

Brand image is an exceptionally noteworthy factor with regards to the achievement of the online networking advertising. Subsequently cell phone organizations should try endeavours so the clients can be more pulled in towards their online networking promoting. This can be accomplished through more brand mindfulness era. There is likewise requirement for giving more offers and rebates via web-based networking media pages for pulling in more clients.

**Recommendations**

The researcher has given various limitations which are related with the issue. Recommendation has been given on the marketing strategy of the organization to attract the customers.

- From the discussion that has been undertaken under various heads, it has become very significant that consumer in the present scenario are very influenced by flashing advertisements and rigorous promotions on the television, social media websites as well as other media platforms. Thus electronic brands need to make note of that and they need to make effective use of advertisements and promotions for improving the awareness about their brand name so that they can be as recognizable as the other international brands in the market. The price of the mobile phones set in the market should also be set in a manner so as they reflect the quality and specifications effectively. If the price is set higher and they do not justify the specifications in the mobile phone then the customers will not buy the product. In the similar manner, if the prices are lower than it would be received as a sign of limitation of the product.
- While enunciating the advertisements and making promotions, the mobile phone brands in the markers should be aware of the culture of the society that they are targeting and the target market. The preferences of the customers are shaped by their culture and perception of the goods and the value for money. The mobile phone brands are required to set their target markets effectively by analysing the culture so that they can have a fair estimate of the prices that needs to be set so that the sales can also be estimated. The sales of the mobile phones would depend on the culture of the individuals that are being targeted through advertisements and social media platforms. If the individuals do not believe in spending much on commercial goods such as mobile phones then the higher prices or even the promotions will not matter. .
- The role of the communication is very important that can attract the large share of the customers. Through effective regular communication with the customers, the organization can be enabled to deal with the growth and development of the organization in the business market. The mobile company has to appointed the customer care executive to deal with the customer after the product purchase. Through making trustworthy relationship with the customers the process of communication is very important.
- The role of the brand improvement is very effective for the marketing managers for the improved marketing communication. In the competitive business market, the customer is very effective to communicate with the customers. Through this way, a trustworthy relationship can be established between the customers and the management5.
- Inventory idea and the management is considered as the most important factor in the organization that has been positively influencing on the purchasing intensity of the customers. Invention of the new and latest handset positively influencing on the purchasing intensity of the customers in the business market. The marketing managers of the mobile

company has to reward their customers. Apart from this, it can be said that the marketing manager of the organization has to deal with the organizational management process that can effectively increase organizational success in the business market. The customers loyalty programs are positively increase customers base in the business market.

- The marketing manager should be genuine and neighbourly with the clients. Utilize powerful stages, for example, web-based social networking and online class. Individuals need to see the individual behind your organization. Converse with your group of onlookers and instruct them by giving free online courses and video instructional exercises. Reveal to them your stories and encounters. A contextual analysis is a decent approach to indicate straightforwardness and aptitude in the field

### **Research limitations**

The researcher has faced various limitations while carrying out the research. The limitation of the research strands as a potential barrier in the outcome of the research. The most affective limitation of the research reduced the research opportunity get possible outcomes. The books and the journal which are used in this research are biased in nature. Apart from this, it can be said that due to the baseness of the research journal the researcher cannot be able to get authentic information that is suitable for the researcher. The back dated research journals are not effective for the researcher to understand about the impact of brand image on the purchasing decision of the customers. Time is considered as the most effective limitation for the researcher while carrying out the research. Due to the lack of time, data has not been collected properly. Apart from this, it can be said that process of survey has not been conducted properly due to the lack of proper time. The limitation of the time has been reduced the opportunity of the researcher to gather in depth knowledge on the research. Due to the lack of reliable data the outcome of the research has not been prepared properly. The research instruments which are used in this research are not proper. For this reason the process of research has not been done properly by the researcher. The researcher has faced monitory problem while carrying out the research work properly.

### **Future scope of the research**

This research has significant scope in the area of marketing as huge number of information can be collected through evaluate of this research. The research provides proper idea and thinking on the impact of brand image on the purchasing intensity of the customer in the business marker. Through this research, it has been seen that, online networking pages can be a wellspring of extraordinary assessment process that can help organizations and brands to consider the criticism and roll out important improvements in the web-based social networking advertising techniques. Another noteworthy technique is the coordination and advancement of the utility factor of the items so the clients can be more provoked and affected to purchase the items. Most clients search for the toughness and utility estimation of the items that they are purchasing most importantly different contemplations. Hence the particulars of the cell phones ought to be the concentration of the online networking promoting methodology. This discovering discovers bolster in large portions of the respondents' reactions. This research clearly evaluates the impact of communication to make trustworthy relationship with the customers in the business market. This idea can provide opportunity to the marketing managers to have enough understanding to improve organizational effectiveness to deal with their consumers. The future researcher who will conduct any research on the marketing topic can get enough information on the impact of advertisement in the business organization. This research study is very significant to understand the impact of social media use in the marketing and customer attraction.

### **Self-reflection on the research work**

The research conducted to understand the purchase decision journey of consumer while buying a mobile phone and to elucidate the factors affecting it. Not only helps in understanding the consumer behaviour but also can be of great importance while forming strategies, specifically marketing strategies. But this research work would not only benefit the organisations but also has benefitted us greatly.

The whole research experience has not only helped both of us to develop our professional front but also have helped us to improve our personal front as well. We are highly benefitted by this research in three ways. First, getting to know better how to segregate huge amount of secondary data that is available to us on our fingertips. Secondary data, in this era of information is available in such huge quantity that it becomes really difficult to choose which to consider which not to. But through this research work, specifically during the literature review chapter we have learned that it is physically near too impossible to read each and every data, so it becomes important to prioritise the literature work according to some criteria such as the authors credential, the date and authority of publication etc. We have learned that this not only helps in saving time but also in improving the soundness of secondary data.

Second, we have learned or acquired primary research skill. Through the selection process of data collection methods, we not only learned about our data collection method selected that was short face-to-face interviews but also about all the other qualitative and quantitative data collection methods alternative to short interviews. Also about the sampling process, we have gained a lot of knowledge about the importance of sampling and what are the factors to be considered while deciding the size of the sample. Moreover, our engagement in the process of primary data collection and its analysis has helped us in being equipped with such important research skill. In this competitive marketplace, it will aid us to be good marketer with proper knowledge of primary research skill. We would prove to be asset to an organisation with these skills, by providing the organisation valuable content through research work and help to gain competitive advantage with the help of our market intelligence which we is the result of being equipped with such research skills.

Lastly, this research work was so extensive in its nature that required so much preparation and planning that it became most of the time for us very difficult to be on time with all the chapters but that's what we learned through this research work 'Time-management'. Especially, at time of literature review we underestimated the time that will be required for it but this challenge helped us in getting to learn how to face such challenges. We learned that we need to prioritise our work as well as re-adjust our timescale, get some time borrowed from other chapters and to plan also how to compensate in future. Also thanks to our supervisor, his valuable feedbacks and support made it possible. In the end we would say that this whole research process made us more self-confident as person and professional both. At first we were quite reluctant about the primary source method as in required approaching not familiar persons and communicating with them but by the end of this process we developed self-confidence.

We also feel self-confident with all the skills we have acquired through this process as a professional.

By undertaking this research work we both have been greatly benefitted.

**APPENDIX:**

Table 1. Showing research objectives and the results of the data collected that is key finding with its analysis results along with recommendations for each of the objectives.

Research Objectives	Key Findings	Recommendations
<i>discover the factors influencing the purchasing decisions of mobile phones</i>	<p>The findings are found the research study that is given below.</p> <ul style="list-style-type: none"> <li>➤ The most important factors that is affecting on the purchasing mentality of the customer is the technology. The customers are eager to purchase mobile phone with the latest application and other features such as design, battery backup, camera quality, application and longevity</li> <li>➤ The role of pricing is very import in order to attract the customers towards the brand. The mobile phone with the low price and good features can attract a customer</li> <li>➤ The brand image significantly affecting on the purchasing mentality of the customers. The product with the effective brand name are positively accepted</li> <li>➤ The role of the family in the purchasing decision of the customer is very effective. Before purchase a mobile phone, the customer mostly</li> </ul>	<p>The recommendations are given below order to attract the customers towards the product.</p> <ul style="list-style-type: none"> <li>➤ The marketing managers of the mobile company should broadcast advertisement on the mobile bran This process is very effective influences on the purchasing decision of the customers</li> <li>➤ Different types of branding strategy can be implemented on the mobile company in order to attract the customers. Through the recognition, customers can shift the attention from one brand to another.</li> <li>➤ The marketing managers of the organization have to be making regular communication with the customer after their purchase. Through the process a trust worthy relationship ca be established between them</li> </ul>



Table 2: Gantt Chart. Showing the timeline of the project process and completion.

Activities	Week	Week	Week	Week	Week	Week	Week
	1-2	3-4	5-6	7-8	9-10	10-11	12-14
E Selection of the title	✓						
Abstract	✓	✓					
Developing Introduction	✓	✓					
Aims and objectives		✓	✓				
Critical Literature Review			✓				
Research Methodology			✓				
Qualitative research technique					✓		
Analysis of face-to-face interviews					✓	✓	
Findings					✓	✓	
Conclusions						✓	✓
Submission							✓

### ACKNOWLEDGEMENT

It gives us immense pleasure in thanking and acknowledging everyone who extended their help and aided us in the completion of the project. We would like to thank Dr Michael Marck, Department of Marketing, our supervisor, who helped us with his guidance, encouragement and constructive feedback throughout the entire process.

Furthermore, we are also thankful to all our participants for taking part in our research and the SBS admin team for helping us throughout the year.

### REFERENCES

- [1] Aguirre-Rodriguez, A., Bosnjak, M. and Sirgy, M.J., 2012. Moderators of the self-congruity effect on consumer decision-making: A meta-analysis. *Journal of Business Research*, 65(8), pp.1179-1188.
- [2] Andrews, M., Goehring, J., Hui, S., Pancras, J. and Thornswood, L., 2016. Mobile promotions: A framework and research priorities. *Journal of Interactive Marketing*, 34, pp.15-24.
- [3] Anselin, L., Florax, R. and Rey, S.J. eds., 2013. *Advances in spatial econometrics: methodology, tools and applications*. Springer Science & Business Media.
- [4] Bernard, H.R. and Bernard, H.R., 2012. *Social research methods: Qualitative and quantitative approaches*. Sage.
- [5] Carrington, M.J., Neville, B.A. and Whitwell, G.J., 2014. Lost in translation: Exploring the ethical consumer intention-behavior gap. *Journal of Business Research*, 67(1), pp.2759-2767.
- [6] Chen, Y.S. and Chang, C.H., 2012. Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), pp.502-520.
- [7] Cheung, C.M. and Lee, M.K., 2012. What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision support systems*, 53(1), pp.218-225.
- [8] Christensen, L.B., Johnson, B., Turner, L.A. and Christensen, L.B., 2011. *Research methods, design, and analysis*.
- [9] Creswell, J.W. and Poth, C.N., 2017. *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.

- [10] Crow, G. and Edwards, R. 2012. Perspectives on working with archived textual and visual material in social research: editors' introduction. *International Journal of Social Research Methodology*, 15(4), pp.259-262.
- [11] Crowhurst, I. and Kennedy-Macfoy, M. 2013. Troubling gatekeepers: methodological considerations for social research. *International Journal of Social Research Methodology*, 16(6), pp.457-462.
- [12] Dabholkar, P.A. and Sheng, X., 2012. Consumer participation in using online recommendation agents: effects on satisfaction, trust, and purchase intentions. *The Service Industries Journal*, 32(9), pp.1433-1449.
- [13] Dai, B., Forsythe, S. and Kwon, W.S., 2014. The impact of online shopping experience on risk perceptions and online purchase intentions: does product category matter? *Journal of Electronic Commerce Research*, 15(1), p.13.
- [14] Fraley, R.C. and Hudson, N.W., 2014. Review of intensive longitudinal methods: An introduction to diary and experience sampling research.
- [15] Gao, J., Zhang, C., Wang, K. and Ba, S., 2012. Understanding online purchase decision making: The effects of unconscious thought, information quality, and information quantity. *Decision Support Systems*, 53(4), pp.772-781.
- [16] Goodrich, K. and De Mooij, M., 2014. How 'social' are social media? A cross-cultural comparison of online and offline purchase decision influences. *Journal of Marketing Communications*, 20(1-2), pp.103-116.
- [17] Grimmer, M. and Woolley, M., 2014. Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits. *Journal of Marketing Communications*, 20(4), pp.231-250.
- [18] Harwell, M.R., 2011. Research Design in Qualitative/Quantitative. *The Sage handbook for research in education: Pursuing ideas as the keystone of exemplary inquiry*, p.147.
- [19] Herr, K. and Anderson, G.L., 2014. *The action research dissertation: A guide for students and faculty*. Sage publications.
- [20] Hewson, C. and Laurent, D., 2012. Research design and tools for Internet research. *Sage Internet research methods*, 1.
- [21] Hong, I.B. and Cha, H.S., 2013. The mediating role of consumer trust in an online merchant in predicting purchase intention. *International Journal of Information Management*, 33(6), pp.927-939.
- [22] Houghton, C., Casey, D., Shaw, D. and Murphy, K., 2013. Rigour in qualitative case-study research. *Nurse researcher*, 20(4), pp.12-17.
- [23] Hudson, S. and Thal, K., 2013. The impact of social media on the consumer decision process: Implications for tourism marketing. *Journal of Travel & Tourism Marketing*, 30(1-2), pp.156-160.
- [24] Hulley, S.B., Cummings, S.R., Browner, W.S., Grady, D.G. and Newman, T.B., 2013. *Designing clinical research*. Lippincott Williams & Wilkins.
- [25] Jang, S., Prasad, A. and Ratchford, B.T., 2012. How consumers use product reviews in the purchase decision process. *Marketing Letters*, 23(3), pp.825-838.
- [26] Kacen, J.J., Hess, J.D. and Walker, D., 2012. Spontaneous selection: The influence of product and retailing factors on consumer impulse purchases. *Journal of Retailing and Consumer Services*, 19(6), pp.578-588.
- [27] Karimi, S., Papamichail, K.N. and Holland, C.P., 2015. The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, 77, pp.137-147.
- [28] Kelly, A.E., Lesh, R.A. and Baek, J.Y. eds., 2014. *Handbook of design research methods in education: Innovations in science, technology, engineering, and mathematics learning and teaching*. Routledge.
- [29] Kukar-Kinney, M., Scheinbaum, A.C. and Schaeffers, T., 2016. Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements. *Journal of business research*, 69(2), pp.691-699.
- [30] Larsen-Freeman, D. and Long, M.H., 2014. *An introduction to second language acquisition research*. Routledge.

- [31] Maity, M. and Dass, M., 2014. Consumer decision-making across modern and traditional channels: Ecommerce, m-commerce, in-store. *Decision Support Systems*, 61, pp.34-46.
- [32] Novikov, A.M. and Novikov, D.A., 2013. *Research methodology: From philosophy of science to research design* (Vol. 2). CRC Press.
- [33] Pahl, G. and Beitz, W., 2013. *Engineering design: a systematic approach*. Springer Science & Business Media.
- [34] Pantano, E. and Viassone, M., 2015. Engaging consumers on new integrated multichannel retail settings: Challenges for retailers. *Journal of Retailing and Consumer Services*, 25, pp.106-114.
- [35] Pantano, E. and Priporas, C.V., 2016. The effect of mobile retailing on consumers' purchasing experiences: A dynamic perspective. *Computers in human behavior*, 61, pp. 548-555.
- [36] Powers, T., Advincula, D., Austin, M.S., Graiko, S. and Snyder, J., 2012. Digital and social media in the purchase decision process. *Journal of advertising research*, 52(4), pp.479-489.
- [37] Rawal, P., 2013. AIDA Marketing Communication Model: Stimulating a purchase decision in the minds of the consumers through a linear progression of steps. *International Journal of Multidisciplinary Research in Social & Management Sciences*, 1(1), pp.37-44.
- [38] Rowley, J., 2012. Conducting research interviews. *Management Research Review*, 35(3/4), pp.260-271.
- [39] Sasmita, J. and Mohd Suki, N., 2015. Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail & Distribution Management*, 43(3), pp.276-292.
- [40] Saunders, M.N. and Lewis, P., 2012. *Doing research in business & management: An essential guide to planning your project*. Pearson.
- [41] Shah, S.S.H., Aziz, J., Jaffari, A.R., Waris, S., Ejaz, W., Fatima, M. and Sherazi, S.K., 2012. The impact of brands on consumer purchase intentions. *Asian Journal of Business Management*, 4(2), pp.105-110.
- [42] Shankar, V., Kleijnen, M., Ramanathan, S., Rizley, R., Holland, S. and Morrissey, S., 2016. Mobile shopper marketing: Key issues, current insights, and future research avenues. *Journal of Interactive Marketing*, 34, pp.37-48.
- [43] Smith, N.C., 2014. *Morality and the Market (Routledge Revivals): Consumer Pressure for Corporate Accountability*. Routledge.
- [44] Thøgersen, J., Jørgensen, A.K. and Sandager, S., 2012. Consumer decision making regarding a "green" everyday product. *Psychology & Marketing*, 29(4), pp.187-197.
- [45] Tuckman, B.W. and Harper, B.E., 2012. *Conducting educational research*. Rowman & Littlefield Publishers.
- [46] Vogt, W.P., Gardner, D.C. and Haeffele, L.M., 2012. *When to use what research design*. Guilford Press.
- [47] Wieringa, R.J., 2014. *Design science methodology for information systems and software engineering*. Springer.
- [48] Wisdom, J.P., Cavaleri, M.A., Onwuegbuzie, A.J. and Green, C.A., 2012. Methodological reporting in qualitative, quantitative, and mixed methods health services research articles. *Health services research*, 47(2), pp.721-745.
- [49] Olsen, W. (2011) *Data Collection: Key Debates and Methods in Social Research*. London: SAGE.
- [50] Saravanakumar, M. and SuganthaLakshmi, T. (2012) 'Social media marketing,' *Life Science Journal*, 9(4), pp. 4444-4451
- [51] Kim, A.J. and Ko, E. (2012) 'Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand,' *Journal of Business Research*, 65(10), pp. 1480-1486.
- [52] De Vries, L., Gensler, S. and Leeflang, P.S. (2012) 'Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing.' *Journal of Interactive Marketing*, 26(2), pp. 83-91.
- [53] Akar, E. and Topçu, B. (2011) 'An examination of the factors influencing consumers' attitudes toward social media marketing,' *Journal of Internet Commerce*, 10(1), pp. 35-67.

- [54] Holleschovsky, N.I. and Constantinides, E., 2016. *Impact of online product reviews on purchasing decisions*.
- [55] Kumar, N. and Gupta, U., 2017. Factors Influencing Online Purchase Behaviour of Customers in Tier III Cities of India-A Factor Analysis Approach. *International Journal of Marketing & Business Communication*, 6(1).
- [56] Liao, C., Lin, H.N., Luo, M.M. and Chea, S., 2017. Factors influencing online shoppers' repurchase intentions: the roles of satisfaction and regret. *Information & Management*, 54(5), pp.651-668.
- [57] Yarrow, K., 2014. *Decoding the new consumer mind: How and why we shop and buy*. John Wiley & Sons.
- [58] Lwin, M.O. and Williams, J.D., 2016. Promises, promises: how consumers respond to warranties in internet retailing. *Journal of consumer Affairs*, 40(2), pp.236-260.
- [59] Clarke III, I., 2011. Emerging value propositions for m-commerce. *Journal of Business Strategies*, 18(2), p.133.