

## **An Investigation of Customers to Explain the Purchase Intentions for Expensive Mobile Phone**

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*Received: August 15 2013*

*Accepted: September 23 2013*

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### **ABSTRACT**

Due to the fact of cut throat competition, mobile phone markets have become very unstable now a day. So, more research is needed by the marketers to overcome the problem of instability. They need to focus on Price, Perceived value, Brand Familiarity, Peer Pressure, New Technical Properties and Purchase Intention of the customers. On these notes and basis, this research deals with consumer buying behavior and purchase intention of the consumer while making an expensive mobile phone purchase decision. The objective of this paper is to describe the effect of various factors on purchase intention. The objective is to sort out all the driving forces that lead a customer to purchase an expensive brand. A questionnaire was designed on closed ended items and a sample of 222 people was taken for the research purpose. The sample population was taken from Bahawalpur, Pakistan. The sample was taken on convenience basis. This paper finds the relationship between various factors like Price, Perceived value, Brand Familiarity, Peer Pressure, New Technical Properties and Purchase Intention. It was noticed that although the mobile purchase decision is very subjective in its nature but yet there are many other factors that have a direct influence on this type of decision. It is found that customer perceives a brand value through listed price and this might lead towards a purchase decision. Other factors like brand familiarity, peer pressure and new technical properties also showed a positive relationship with the purchase intention in expensive mobile shopping. This paper covers all the aspects of these factors in association with expensive purchase intention.

**KEYWORDS:** Price, Perceived value, Brand Familiarity, Peer Pressure, New Technical Properties, Purchase Intention

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### **1.0. INTRODUCTION**

During the past ten years, mobile phones have grown to be a most basic and essential part of personal communication across the world. But mobile phone purchasing decision is received little attention by the consumer research. There are several complicated factors that should be considered when seeing the sights of mobile phone purchasing decisions, it involve macro as well as micro situation that have impact upon the development of mobile phone market in broader sense and consumer's driver in purchase intention of expensive mobile phone in particular. In addition, it is significant to distinct between consumers purchase behavior relating to decisions between diverse mobile phone models, brands and change features relating to causes that have impact upon change. As Gerstheimer & Lupp (2004) pointed out that mobile phone market is technology obsessed market because product or models of mobile phone is created after analyzing the need of current consumer. As the mobile phone model is develop according to consumer need, in this respect the companies which premonition of new technologies can identify consumer near future needs would be the market leader (Brown, 1991; Hamel and Prahalad, 1991; Kumar, 1997; Nagel, 2003).

The telecommunication sector has been suffering from the past few years; reason behind this is not only the high prices the companies give for UMTS license but also the world economic recession. Even though mobile phone handset market is rising and advancing five to ten percent every year and operator subscriber bases are also rising, but average revenue per user (ARPU) is declining as well as price is breaking out (Hensen, 2003). As we are moving from the second generation (2G) and advancing towards the third generation (3G) mobile phone models so it is considered that it will change our using style of mobile phones. It is believed that advancement towards 3G network and consumer acceptability is considered to have a difficult marketing defy during these days (Benady, 2002). He further said that the success of 3G basically depends upon the fact how effectively usefulness and benefits of 3G are advertise to the consumers at one side and price charging policy for services at other side. If we think ahead of the 3G it is apparent that we experience evolution in mobile phones market due to the fact because a user can enjoy the

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same benefit of 3G as he/she enjoy of 2G and 2.5G (GPRS and EDGE technology) additional benefit or feature of 3G are only faster downloads timing (Drucker & Sehovic, 2004). Mobile phone users experience difficulty to capitalize their phones widely due to the fact mobile phone market is at present utilizing the many standards (Japanese PDC, European GSM, and American CDMA). The progression of 3G is anticipate to as only two standards, the WCDMA (Wide Code Division Multiple Access) that is expect to would turn out to be the European UMTS (Universal Mobile Tele-communication System), CDMA2000 (Code Division Multiple Access) and the Chinese TD-SCDMA (Time Division-Synchronous Code Division Multiple Access). According to Sehovic (2003) the WCDMA standards would be central in the global market of expensive mobile phone ahead of five years. As consumer move from 2G to 3G if he wants to enjoy the services offered by 3G he has needed to purchase a advance mobile phone with the capability of internet access and advance features like able to get and send multimedia messages. There is still prosperity of uncertainty both in media and in mobile phone markets towards the technological advancement, in spite of recent news point out huge demand of mobile phone having features such as large screen and built-in camera.

The advancement in mobile phone market is leading the market because the primary need of communication is broaden to advance ways to interact and personal digital assistance. It is a reality that advancement in mobile phones would gradually guide to junction of mobile phone and digital personal assistance (PDAs). According to Karjaluto et al. (2006) mobile phone is not only accomplishing the communication need but also some other personal needs. They further said that ahead of voice, three major trends in mobile phone choices decision are recognized like; interaction service such as sound, text and pictures, internet access services, entertaining services like games and music (Hansen, 2003). For instance, telecommunication companies launch advance services like multimedia services (MMS) for the purpose to improve one to one and one too many people interactions. Finding of most recent survey at UK is revealed that 40 percent of youngsters are using MMS services (Enpocket, 2004). It is found that MMS are more attached with television programs. But the spread of MMS service is not very fast due to the fact of some technological hurdles and high prices. In mobile phone market, advancement is more frequent and new models are introduced in market in every week. It seems that in near future advancement and progression would be happened in 3G and smart phones (Slawsby, Leibovitch and Giusto, 2003). The current study will investigate the important factors that enhance or reduce the purchase intentions of the customers to buy expensive mobile phones.

## 2. LITERATURE REVIEW

### 2.1 Consumer Choice Behavior

As Dorsch et al. (2000) pointed out that we can learn about the consumer choice behavior by five traditional steps: information need, assessment of substitutes, after purchase evaluations as well as with the help of series of consumer purchase decisions from product to brand choice. If we analyze these five steps of traditional model, we find that it is appropriate only for those decisions, which we associate with rational problem solving behavior but for all cases, in some cases this five traditional step model appear as complicated decision-making process. They further argue that in case of purchasing expensive mobile phone, that traditional five step model is suitable, but it is also a fact that consumer purchasing intention of expensive mobile phone is also influenced by representative value associated to brands.

When we analyzed consumer choice behavior we should also consider some imperative current situation. If we take into account the traditional five step model of consumer choice behavior we find that customer make his/her final decision after searching the related information about the product. Consumers generally make their decision about purchase of expensive mobiles phone after making their preferences about the substitute products. Simply we can say that consumer usually make their purchasing decision on the basis of information that is available to him because this information is not sufficient enough to analyze so they make their decision without weigh up the other substitutes (Beatty & Smith, 1987; Moorthy, Ratchford & Talukdar, 1997; Alba & Hutchinson, 2000; Chernev, 2003; Coupey et al 1998; Slovic 1995). Same concept but in a different way is described by Laroche et al (2003) that evaluation of substitute products on the basis of information seeking is considered main focus in research now a days. On the bases of their research, they found that consumer choice behavior consist upon five heuristics conjunctive, disjunctive, lexicographic, linear additive and geometric compensatory. According to them, conjunctive heuristics are commonly used for the product of two categories such as fast food outlets and alcohol brands. We simply say that conjunctive heuristics means that generally consumer prefers to buy only those brands that are compatible to his/her preferences (Assael, 1995; Solomon, 2001; Rizwan et al., 2013; Tariq et al., 2013).

According to shev& Huber (2000) that when we study the consumer purchase behavior we usually focus at choice point of references why a customer purchase a product and reject the other alternatives. They further said that consumers usually purchase a product on the basis of perceived value about the particular product. In addition

consumer makes decision about the purchase of product whether by capitalizing the diverse choices model or neural network choices model (Bocken & Dillon, 2000; Swait, & Adamowicz, 2001; Zahedi & Zeki-Susac, 2002). Papatla et al. (2002) scrutinize experientially brand choices with respect to margarine, detergents and other household stuffs. If we study the implication of different choices models, the research has revealed that neural network choice model produce better results as compare to other models, in the same way hybrid model give better results in comparison of standalone model. It is also revealed that in consequences of different factors such as different perspective, situation and task specific features consumer make diverse strategies of purchasing choices (Dhar et al, 2000; Swait & Adamowicz, 2001). In addition, it is reality that consumer want to capitalize diverse approaches in buying decisions so in this regard mathematical model has some constraints. In regard of consumer purchase intention more focus should give at task complication and different situation in consumer choices models (Swait & Adamowicz, 2001).

As Dhar & Wertenbroch, (2000) pointed out that when consumer do not have sufficient information and understanding in this circumstances persuasion of task complications and particular context is more important. They further argue that classical rational decision making process in consumer purchase intention is not appropriate for all the type of circumstances and especially not fruitful in studying the consumer choice behavior. Consumer buying choices is usually determined through hedonic thoughts due to fact that mostly consumer spent less time at searching information and weigh up the substitutes. Same concern but in a different way is explained by Batra & Ahtola (1990) that in a wide range spectrum, when we analyze the consumer purchase choice it is revealed that not any specific differentiation is made between serviceable goods and hedonic goods. They further argued that it is commonly considered that serviceable goods are influential and functional or useful while it is considered that hedonic goods entertain the user in a sense because those goods provide enjoyment and delights. But in case of expensive mobile phone choices, a consumer gets not only serviceable goods benefits (influential & useful) but also hedonic goods features (enjoyment & delights). The youngsters want to enjoy more hedonic features in mobile phones (Wilska, 2003). Fitzsimons et al (2002) emphasize that consumer purchasing choices are not only made in situation when consumer is aware about the feature and function of product but also when he is unaware about the feature and function of the product and inadequate information. They further said that consumer purchasing choices are much more influenced by unconscious choices.

## **2.2 Hypothesis and Model Building**

Previous literature has given very little attention to mobile phones choices behavior. Only few academic articles have devoted attention to find the motives of consumer in choices mobile phones. As Riquelme (2001) analyzed information of the consumer in choices of expensive mobile phones decisions. He argued that the consumer choice depends upon six main characteristics; mobile phone attributes, connection fee, call rates, free calls, access cost and mobile-to-mobile phone rates. These six characteristics influence in purchasing of expensive mobile phones decisions. With the extensive research, it is revealed that if the customer already has experience and knowledge about particular product then he/she will be able to forecast well about their future choices about the particular brands. But it is also a fact that sometime respondents have a propensity to misjudge the some important features and attributes such as call rates and free calls and undervalue the significance of a monthly access charges, mobile to mobile phones charges and the connection charges.

## **2.3. Price**

When we talk about the perceived price, it involves each and every cost that involve in making a purchasing process like price of the product, cost of acquisition, transportation, installation, order handling, protection & revamp and bad performance. It is also a fact that if we take in account the price in perspective of mobile phone purchasing, it is seen that mobile phone price is a vital factor of mobile phone model choices particularly among youngsters (Karjaluoto et al., 2003a; Karjaluoto et al., 2003b). At the same time price also play significant role in buying mobile phone amongst low income customers.

Through the extensive researches, it is revealed that in buying decision of expensive mobile phone price, features and attributes are main dominant factors that consumer take into consideration (Karjaluoto et al., 2003). As Zeithaml (1998) asserts that in buying any product price is a factor consumer has to forgo to get benefit of the product. In addition, price is considered as a sign of cost, that consumer has to forgo certain quantity of amount for the purpose to get certain benefit relate to product. This due to the fact that mostly consumers have to face budget limitation so they like to work within their budgets. Moreover, it is general phenomenon, that in case of high price of product the consumers have to give up higher perceived cost in relation to that product (Agarwal & Teas 2002)

## **2.4. Perceived Value**

It is better to define value in order to discuss it effectively. As Monroe (1990) has explained that the ratio between perceived gain and perceived cost is called perceived value. While Kotler (2000) point out that variation

between total consumer value and consumer total price is value. Same concept but in a different way is define by Zeithaml et al (1996), they explained that value consist upon customers in general evaluation about what he has paid in order to receive something (product & benefit). They further said that value not only involve positive adding part but also negative inferring part. The appropriate definition in relation to our research, customer purchase intention in expensive mobile phone is that value is a ratio of advantages that consumers get after buying and using the particular product while giving up certain quantity of money to gain such advantages.

After the thorough analysis of prior researches, we have found mostly researchers have described that impact of price upon quality is positive while its impact upon value is negative. Thus, on the basis of these researches price is considered as positive factor that have positive impact upon quality while in relation to value it have negative impact of the value of a product formoney(Doddsetal.,1991;Monroe,1990;Zeithaml,1988).

Therefore, we can confess that in financial perspective, price is considered as negative contributor to value. As Porter (1985) stressed that the effectual method to increase consumer value is attained by the price leaderships. Bolton & Drew (1991) emphasize that service and product setting in relation to telecommunication industry the perception and opinion about the price and quality have impact upon the viewpoint about value. However, if we go beyond this argument, we would able to recommend that price perception have strong impact on value more than quality.Hauser&Urban (1986) and Zeithaml(1988) pointed out that perceived quality reconcile the connections between external indications and perceived value. At the same time, perceived sacrifice of amount reconcile the connections between cost and perceived value as well as eagerness of buying that is effected by perception of value. We have now analyzed that as the price rises from the customer's lower endurable price then perception of value is also rises. Price and perceived value relationship is considered as wavy (Dodds et al., 1991).Thus, price is a vital measure for value evaluation for the market segment that is price sensitive.

Hence, the current study proposes the following hypothesis:

***H1:The levels of mobile phone price will significantly influence the levels of value perceptions.***

## **2.5. Purchase Intention/Willingness to buy**

Customer readiness for purchase is a usually an effective dimension and frequently used to expect a responsive behavior. Additionally, it is also considered that brand name and size play significant part in purchasing decision making. As Liu (2002) has surveyed in Asia regarding mobile phone usage, he has found that in mobile phone purchasing, phone size has not any considerable effect in mobile phone choices decision. But that is so happened because all the models in market are smaller in size. He further said that customers give more value to larger display screen and better capability more than size while purchase expensive mobile phones. The economic utility theory believe that as consumer behave in a rational way, that's why they focus to get utmost satisfaction and benefit from the product as they have scarce resources in terms of money, time and physical efforts(Horton, 1984).

As Patterson et al (1997) have given a customer purchase intentions model. In this model on the bases of empirical studies, they describe that among value, intentions and satisfaction connection is to be present. The findings expose that value, satisfaction and intentions are interdependent such as value has considerable influenced upon satisfaction and satisfaction has considerable influenced upon on intentions.

Consumer viewpoint about value is most important and interesting topic of marketing researchers and scholars. The character of value is a main and rising concern to customers and marketers. According to Dodds et al (1991) the main work of modeling value is generally made in the context of consumer and customer purchase intentions is used as a result of value viewpoints. It is also fact that value is so much crucial for the customer that they purchase only those product that have some value for them. But the issue is that customer does not aware about the value of the product until he buys and uses the product. Consequently, Dodds et al. (1991) assert that customer readiness to repurchase is directly influenced by the perceived value. Some researchers have proved positive relationship between customers perceived value and readiness to buy (Doddsetal., 1991;Grewaletal., 1998;Monroe&Krishnan, 1985). Same concept is explained by Taylor & Bearden (2002) that positive connection between perceived value and purchase intention would be exist until readiness for purchase stay impassive with the increase in price. In addition, quality and value as interchangeable words, but if we are take into account the relationship between quality and value of the readiness to purchase, it is found that value is much more closer than quality. As Monroe (1985) stated that perceived value is critical in a sense because in comparison of perceived value and perceived quality, perceived value has direct linkages towards consumer's readiness to purchase. Several studies have admitted that consumer's purchase intentions are affected by value whereas value is affected by quality as well as sacrifice (give up certain quantity of amount) that is required to buy a particular product (Dodds & Monroe,1985;Rao&Monroe,1989; Zeithaml,1988).

Szybillo & Jacoby (1974) have presented theoretical arguments and they pointed out that customer purchase intention to buy product is more associated to perceived value than to perceived quality. Dodds et al. (1991) has found the positive connections between perceived value and purchase intentions. Customer perceived value is a strong indicator of customer readiness to purchase.

Therefore, on the basis of previous arguments, the current study proposes the hypothesis as follows:

***H2: The level of customer perceived value will significantly increase the level of purchasing intention of the expensive Cell phone consumers.***

## **2.6. New Technical Properties**

It is also a fact that mostly consumers purchase new mobile phones because their current mobile has out-dated technological features. These consumers want new and advanced technological features like in-suite cameras, long battery timing, more developed messaging services, large screen and more colorful screen. These new and advanced features motivate a consumer to purchase new models (Liu, 2002; O'Keefe, 2004). Therefore, it can be anticipated that new and advanced technological features influence the purchase intention of expensive mobile phones and following hypothesis was developed:

***H3: New technical properties increase consumer willingness to acquire expensive phone models.***

## **2.7. Familiar Brands**

It is considered that size and brand influence upon purchasing decision of expensive mobile phones of consumers. As Liu (2002) has conducted survey at mobile phone users of Asia and he came to know that in Asia mobile phone size has not any impact upon mobile phone purchasing decision, but it is also the fact that all the existing brands in the market are of quite same and small size. He further argued that consumers not only value the small size but also with advanced features and larger display. It seems that companies usually advertise those advanced features and services in the market on which they are working and want to launch in future, giving signals to the market that company is going to get competitive advantage on the basis of advanced technological features. In this context mobile phone sales is driven by replacement not by adoption.

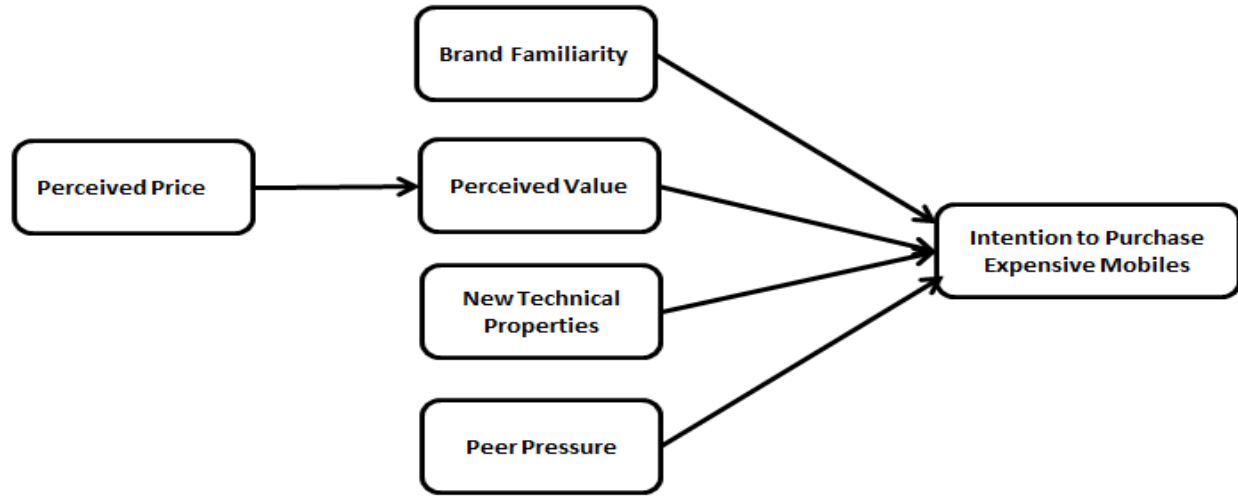
***H4: When choosing between different expensive mobile phone models, consumers value familiar brands.***

## **2.8. Social Pressure/Peer Pressure**

In mobile phone purchasing decision the debate upon social pressure is distinct from economic pressure and their advantages are venerable. But if taken into account of buying mobile phone in developing countries, where having a mobile phone is a signal of far-out from poverty, it creates a twist in debate. In this perspective, usage of mobile phone among low-income people is significant findings as compared to find the usage among businessperson and entrepreneurs. In the same way, Donner (2009) condemns the propositions of overstress of purchasing of advanced mobile phone while ignoring the value of social calls when weighing up the demand driven. There are two interconnected problems here, the advantage of purchasing mobile phone in perspective of social angle, perceived value, benefit in perspective of social relations and as the "blurred" social and business communiqué obscure (Biljon & Kotze, 2008; Zainudeen et al, 2006; Donner, 2009). The other issue is implicitly narrated in mobile phone purchasing decisions are persuaded by social or business associations with respect of perceived value is the concept of network externalities. Network of externalities exist when strength of consumers have direct influence upon the quality of that goods and services and usefulness that drive from its utilization (Katz & Shapiro, 1985).

***H5: Peer Pressure has a significant positive relationship with purchase intention in expensive mobile phone purchase.***

## 2.9. Proposed Research Model



**Figure 1:** Hypothetical Research Model

## 3.0. RESEARCH METHODOLOGY

The nature of the current research is descriptive, as this paper is elaborating the purchase intentions in expensive mobile phone shopping. Although the previous research on mobile phone purchase intention is very scarce but still this paper finds many significant results. Descriptive research is a research that describes the situation instead of interpreting and recommending decisions (Creswell, 1994). It is very clear from the definition of descriptive research that it only describes the situation, it does not tend towards decision-making or any sort of interpretation. In this research, developed hypothesis is verified with the help of descriptive research techniques. In this paper we tried to describe the relationship of various variables with purchase intention of customers in expensive mobile phone shopping.

### 3.1. Sample/Data

The sample population for this study is taken from Bahawalpur. Bahawalpur is considered as a big city of Northern Punjab in Pakistan. Total sample population for this study is 222 respondents from various areas of this big city. Our sample includes both male and female respondents but we did not profile our research on gender differences. Our current study uses the simplest way of sampling techniques that is convenience sampling. We collected the responses through a survey based technique; a structured questionnaire.

### 3.2. Instrument and Measures

We designed a structured questionnaire to accomplish our research objectives. The questionnaire items were close ended having 5 point likert scale from strongly agree to strongly disagree. The detail of latent variables and their items are given below in the table 1. All these scales are taken from the previous published studies to confirm the validity and reliability of the scales.

**Table 1. Scales of the study**

Variables	Items	Source
<b>Price</b>	• Generally speaking, the higher the price of a product, the higher the quality.	(Lichtenstein et al. 1993)
	• The old saying "you get what you pay for" is generally true.	
	• The price of a product is a good indicator of its quality.	
	• You always have to pay a bit more for the best.	
<b>Perceived Value</b>	• This product is a good value for money.	Woodruff and Cardial (1996) and Woodruff (1997)
	• I believe that buying this product is a good decision.	
	• I think this product is worth more than what I paid for.	
<b>Brand Familiarity</b>	• I would purchase expensive mobiles because these are familiar to me.	Simon and Ruth (1998)
	• I would purchase expensive mobiles because I have heard many things about expensive mobile phones.	
	• I would purchase expensive mobiles because I know expensive brands.	
	• I would purchase expensive mobiles just because my friends wanted me to.	Tom et al (1998)

<b>Peer Pressure</b>	<ul style="list-style-type: none"> <li>I like to know what expensive mobiles make good impression on others.</li> <li>Before purchasing expensive mobile, it is important to know what kind of persons buy certain brands.</li> <li>I tend to pay attention to what expensive mobiles others are buying.</li> </ul>	
<b>New Technical Properties</b>	<ul style="list-style-type: none"> <li>I prefer purchasing an advanced mobile phone</li> <li>I prefer purchasing a mobile phone which is easy to use.</li> <li>I prefer purchasing a mobile phone which is useful as per my needs.</li> <li>I prefer purchasing a mobile phone which is a great source of enjoyment.</li> <li>I prefer purchasing a mobile phone which is compatible with all aspects of my life and work.</li> <li>I prefer purchasing a mobile phone which is easy to connect with internet.</li> </ul>	Elyria Kemp, MyUBui (2011)
<b>Purchase intention</b>	<ul style="list-style-type: none"> <li>I would intend to buy expensive mobiles</li> <li>I would actively seek those mobiles that have high perceived value.</li> <li>My willingness to buy expensive mobiles is high.</li> <li>I have intention to buy expensive mobiles.</li> </ul>	Schlosser et al (2006)

### 3.3 Reliability Analysis

Before going to final analysis of the causal relationships among these variables, reliability testing is necessary. Reliability of the data confirms the internal consistency of these scales. To confirm the reliability of the scales, cronbach alpha of these variables have been computed. As per the recommendation of Moss et al. (1998) these values of cronbach alphas should be greater than 0.6. After conducting the reliability analysis, it has been confirmed that all the scales are reliable as their alpha values are greater than the recommended value of 0.6. Table 2 depicts the cronbach alpha value of these scales.

**Table 2: Reliability of Measurements**

Scales	Items	Cronbach's alpha
Price	4	0.680
Perceived Value	3	0.688
Brand familiarity	3	0.759
Peer Pressure	4	0.779
New technical Properties	6	0.681
Purchase Intention	4	0.754

## 4.0. RESULTS AND ANALYSIS

### 4.1 Profile of the Respondents:

Personal and demographic information such as marital status, age, income, education and occupation has presented in the following table (Table 3).

**Table 3. Profile of the Respondents**

Variable	Category	Frequency	Percentage
<b>Gebder</b>	Male	186	83.8
	Female	36	16.2
<b>Age</b>	15-20 year	57	25.7
	20-25year	142	64.0
	25-30yaer	13	5.9
	30-35year	10	4.5
	35-40year	0	0.0
	above 40 year	0	0.0
<b>Income</b>	Below 15000	119	53.6
	15000-25000	56	25.2
	25000-35000	9	4.1
	35000-45000	3	1.4
	45000-60000	9	4.1
	above 60000	26	11.7
<b>Education</b>	Matriculation	6	2.7
	Intermediate	42	18.9
	Bachelor	33	14.9
	Master	55	24.8
	MS/M. Phil	86	38.7
	PHD	0	0.0

## 4.2. Hypothesis Testing

### 4.2.1. Impact of Price on Perceived Value

According to the regression results of the study, Price has a significant positive association with Perceived Value with (Beta=0.668) and ( $p < 0.05$ ). These results show that price has significant positive impact on perceived value by contributing 66.8% towards perceived value. This validates our H1.

### 4.2.2 Impact of Perceived Value on Purchase Intention

The regression results of the study confirms the significant positive relationship between Perceived Value and Purchase Intention with (beta=0.209) and ( $p < 0.05$ ). According to these results, Perceived Value contributes 20.9% towards Purchase Intention. These results validate H2.

### 4.3.3 Impact of Brand Familiarity on Purchase Intention

The regression results of the study confirms the significant positive relationship between Brand Familiarity and Purchase Intention with (beta=0.165) and ( $p < 0.05$ ). These results show that Brand Familiarity contributes more than 16% towards Purchase Intention. These results validate H3.

### 4.3.4 Impact of Peer pressure on Purchase Intention

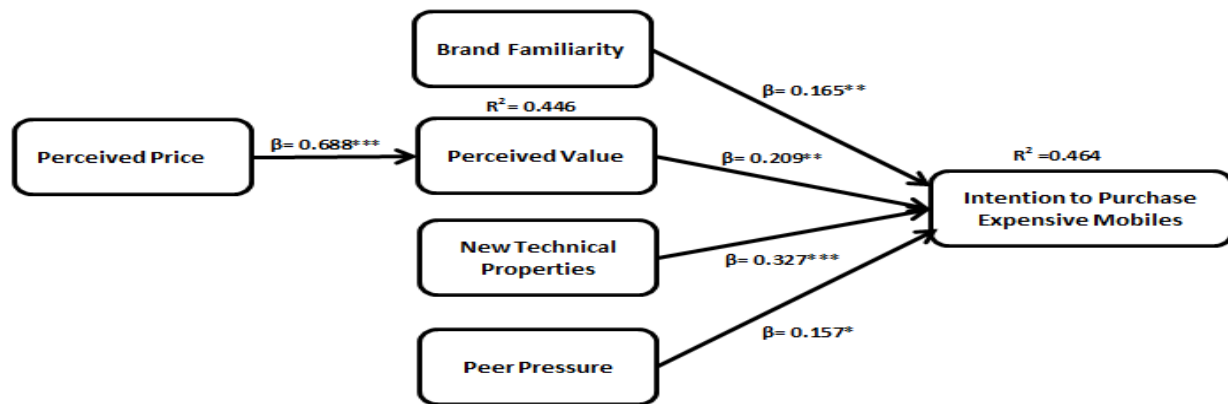
The regression results of the study confirms the significant positive relationship between Peer Pressure and Purchase Intention with (beta=0.157) and ( $p < 0.05$ ). According to these results, Peer Pressure contributes more than 15% towards Purchase Intention. These results validate H4.

### 4.3.5 Impact of New Technical properties (NTP) on Purchase Intention

The regression results of the study confirms the significant positive relationship between NTP and Purchase Intention with (beta=0.327) and ( $p < 0.05$ ). According to these results, NTP contributes more than 32% towards Purchase Intention. These results validate H5. The Table 4 summarizes the regression results of the study and Figure 2 shows the graphical representation of the structural model results.

**Table 4: Regression Results**

Hypothesis	Model Variables	Estimate	S.E.	C.R.	P	Results
H1	Price $\longrightarrow$ PV	.668	.054	4.256	.000	Supported
H2	PV $\longrightarrow$ PI	.209	.076	3.902	.004	Supported
H3	BF $\longrightarrow$ PI	.165	.050	12.48	.002	Supported
H4	PP $\longrightarrow$ PI	.157	.079	2.399	.018	Supported
H5	NTP $\longrightarrow$ PI	.327	0.76	3.809	.000	Supported



**Figure 2: Structural Research Model**

## 5. DISCUSSION AND CONCLUSION

The objective to write this paper was to examine the purchase intentions of customers in their shopping of expensive mobile phone. Study found strong evidence that although mobile phone technology is growing at rapid scale but still many customers are unaware with the advancements in mobile phones. There is only a certain class, which is experiencing high tech cell phones. The customers of expensive mobile phones intend to purchase the expensive brands by considering various factors. We start our discussion with price, when a customer goes into a market for expensive shopping then at first, he perceives price of the product or he has a mind-set about the price of the product.



There is a significant relationship between price and perceived value. It is indicated that the perceived price of acceptability & reasonableness tend to significantly influence the perceived value in terms of product value and price value. In addition, the results also show the level of price of mobile phone has significantly impact on the level of value perception. By considering the fact that all customers are rational, a customer can easily perceive the quality by its tagged price or listed price. We found a positive strong relation between these two variables as price for a product increases; the perception for high quality also increases. We can say in a mobile phone market a customer get perceived value of a brand/product through its price. Perceived value is the first prior intention of the customer to purchase the expensive mobiles. We observed during our study that customers who were having high perceived value for a product; they were more intended towards purchasing a mobile phone. Our study also finds a positive strong relationship between perceived value and purchase intention.

Brand familiarity plays a vital role while making an expensive mobile purchase decision. Customers value familiar brands, as they already know the brands well and they have a strong imprint of brand image in their minds. Our research also found a strong and positive relationship between brand familiarity and purchase intention. Many customers come with the purchase decision of Nokia Mobile phones because this brand is the most familiar brand but there are other factors that affect the purchase decisions of the customers. Peer Pressure is the one most important factor for expensive mobile shopping. People make their expensive purchase decision due to their status seeking approach. Friends and society is also playing a role here. Some people want a good impression of their personality on others and for the sake of this; they need an expensive mobile phone. Some people consider what others are buying; they mold their purchasing decision by following other people. Our study also found a positive relationship between peer pressure and purchase intention. Another important factor is new technology or new technical features in modern cell phones. In our research, there is a significant portion of this variable in purchase intention. Customer value new technological features while they make a purchase decision. Internet, Maps, Gaming, utilities and latest software have become a foremost priority in purchasing an expensive mobile phone. Ease of access and ease of use are also main consideration here. A consumer tries to purchase a brand that is according to his own needs. So, new and advanced features attract customers a lot.

In summary, the conceptual model developed by our research has provided a useful framework for academicians, practitioners and researchers to assess the interrelationships among price perception, perceived value, brand familiarity, peer pressure, new technical properties and willingness to buy. We developed five hypotheses and finally tested these hypotheses in this study to confirm the interrelationships among these research constructs. Some customers seem slightly focused on price but sacrifice. However, some customers sensitively emphasize on price but sacrifice to purchase an expensive mobile phone with new technological features.

## 6. Limitations and Recommendation for future Research

As we said earlier that research on mobile phone shopping is very scarce, so, more research is needed in order to weight the findings and offer better and more in-depth implications for both theory and practice. Clearly, we still need more research to elaborate the perceptions of different factors affecting customer choice behavior while selecting an expensive mobile phone model at a given point of time. In the future with the use of the same study and research conducted by us, there is a possibility to get a broader, deeper and more precise phenomenon under scrutiny.

## Acknowledgment

The authors declare that they have no conflicts of interest in this research.

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