

## **Factors Affecting Consumer Buying Behavior of Cell Phones among College Students in LPU-Laguna**

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### **ABSTRACT**

*The structure of consumer purchasing decisions is changing on a daily basis. It is governed by several elements that influence their purchasing decisions. Because of dynamic changes in customer requirements and tastes, the evolution of mobile phones and technology has been prolonged across a lengthy history of invention and advancement. Cell phones have become indispensable to many individuals all around the world. The ability to communicate with family and business contacts, as well as access your email, are just a few of the reasons for mobile phones' growing relevance. Cell phones are also thought to be beneficial in the realm of education. When pupils were given homework, they would go to the library and hunt for books. Students may now readily get solutions to their inquiries no matter where they are.*

**Keywords:** *consumer buying behavior, cellphone, brand, education, communication.*

### **INTRODUCTION**

Consumer buying behavior is the outcome of both external and internal factors affecting the consumers' preferences. Also, it is the collaboration of customers' buying consciousness and external incentives that influences consumers' buying behavior. Dawson et al. (2006), as cited in Lawan & Zanna (2013)

Improving information and communication through technology creates significant marketing potential for businesses. The usage of mobile phones as a medium of marketing communication is one of the technical advancements affecting the company's marketing activity. These factors raised the significance of the mobile phone in the process of advertising goods, services, and ideas. (Elsevier, 2015)

Cell phones are also regarded valuable in the sphere of education. When students were instructed to complete homework or study on specific topics, they would go to the library and hunt for books. Students may now simply receive answers to their inquiries from wherever they are. There is no need for them to travel somewhere else because they can obtain information instantaneously using their mobile phones and the internet. Students nowadays use Wi-Fi or mobile data to complete their assigned assignments. They save time that they may devote to other tasks, allowing them to be more productive. They can also read and learn more easily. Cell phones became more important as they improved and became easier to use.

## Conceptual Framework

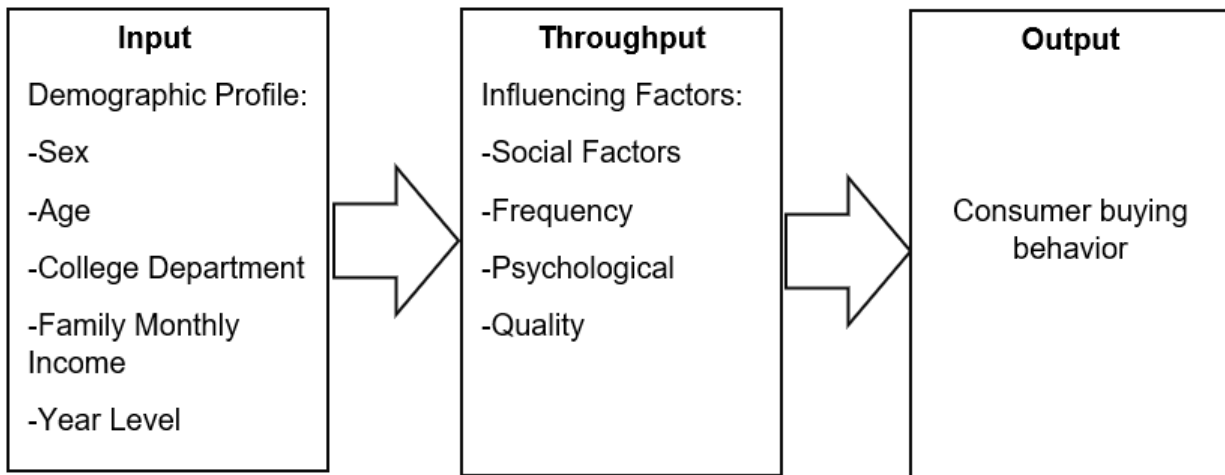


Figure1. Conceptual Framework of the study

Figure 1 represents the researchers' understanding of the factors that affect consumer buying behavior by relating the demographic profile—sex, age, college department, family income, and year level to the influencing factors such as social, frequency, psychological, and quality. The researcher used the questionnaire to determine the consumer buying behavior of LPU-Laguna College students in terms of (1) social factors, (2) frequency, (3) psychological factors, (4) quality, and the demographic profile of the respondents in terms of (1) sex, (2) age, (3) college department, (4) family monthly income, and (5) year level.

## Objectives of the Study

This study intends to determine if the respondent's demographic profile affects their purchasing behavior. Additionally, the factors that influence their purchasing habits as a consumer.

## METHODOLOGY

Quantitative method was used in the study allowing the researchers to recognize the significance of a sample in a population regarding characteristics or behavior patterns. It was used to assess the business volume, market size and calculate the target market segments for the motive of predicting possible future demand. (Sein et al., 2011). The researcher selected the students of Lyceum of the Philippines – Laguna to be the respondents of the study. There were a total of ninety-seven respondents – eight from College of Arts and Sciences, fourteen from College of Business and Accountancy, twenty-nine from College of International Hospitality Management, twenty-five from College of Engineering and Computer Studies, and twenty from College of Allied Medicine.

The researchers used a survey questionnaire as a tool for the data gathering which aimed to determine the effect of brand brand popularity on consumer buying behavior on cell phone among college students in LPU-Laguna. The questionnaire has two parts: part one is the respondents' demographic profile which contains the basic, and the consumer buying behavior in terms of social factors, frequency, psychological factors and quality.

## RESULTS AND DISCUSSIONS

The demographic profile of the respondents is looked at in terms of sex, age, department, year level and family income. Table 1 shows the demographic profile of the respondents in terms of sex. Results shows that more than half of the respondents were female, mostly composed of less than 20 years old and majority were from the College of International Hospitality Management. According to Bakshi (2012), gender is the major factor affecting customer's decision-making behavior. It refers to the social relationship roles and responsibilities of men and women.

Table 1. Demographic profile of the respondents

Category	Frequency	Percent
Sex		
Male	44	45
Female	53	55
Age		
Less than 20	73	75
20-25	24	25
Department		
CAM	20	21
CAS	8	8
CBA	14	14
CITHM	29	30
COECS	25	26
Family Monthly Income		
Less than 10,000	2	2
11,000-20,000	32	33
21,000-30,000	32	33
31,000 and above	56	58
Year Level		
1st year	44	45
2nd year	50	52
4th year	3	3

The result also showed that majority of the respondents' family income has 31,000 and above family income. According to Lautiainen (2015), a consumer's purchasing power influence purchasing decisions and their buying behavior.

Table 2 depicts the degree of purchasing behavior as it relates to social issues. According to the findings, respondents acquire mobile phones because of their social position.

Table 2. Level of purchasing behavior in terms of social factors of buying cellphones

Responsiveness	Weighted Mean	Verbal Interpretation
1.1 My social status influences my behavior in buying cellphone	3.76	Agree
1.2 My family influences my behavior in buying a new cellphone	3.63	Neither Agree or Disagree
1.3 My friends influences me in buying new cellphone	3.53	Agree

1.4 My friends affect my behavior in buying cellphone	3.53	Agree
1.5 Celebrities/endorsers affect my behavior in buying cellphone	2.29	Disagree
Composite Mean	3.36	Neither Agree or Disagree

*Notes: 1.00-1.80- Strongly Disagree; 1.80-2.60- Disagree; 2.61-3.40- Neither Agree or Disagree; 3.41-4.20- Agree; 4.21-5.00- Strongly Agree*

Table 3 shows the level of purchasing behavior in terms of frequency. The results show that respondents buy a new cell phone when their current cell phone's battery runs low, which ranked first.

Table 3. Level of purchasing behavior in terms of frequency of buying cellphones

Responsiveness	Weighted Mean	Verbal Interpretation
2.1 I buy cellphone whenever there's a new release	2.85	Neither Agree or Disagree
2.2 I buy cellphone yearly on my birthday	2.54	Disagree
2.3 I buy cellphone when there is a promo/discount	3.33	Neither Agree or Disagree
2.4 I buy new cellphone when my current cellphone doesn't have enough storage	3.74	Agree
2.5 I buy new cellphone when my current cellphone easily gets low bat	3.87	Agree
Composite Mean	3.26	Agree

*Notes: 1.00-1.80- Strongly Disagree; 1.80-2.60- Disagree; 2.61-3.40- Neither Agree or Disagree; 3.41-4.20- Agree; 4.21-5.00- Strongly Agree*

Table 4 shows the level of purchasing behavior in terms of psychological factors. According to the findings, the majority of the respondents purchased a cell phone with a large screen that is still portable.

Table 4. Level of purchasing behavior in terms of psychological factor of buying cellphones

Responsiveness	Weighted Mean	Verbal Interpretation
3.1 I buy new cellphone for satisfaction	3.66	Agree
3.2 I stick on the same brand whenever I/m buying cellphone	3.57	Agree
3.3 I buy more expensive brand for status symbol	3.19	Neither Agree or Disagree
3.4 I buy cellphone with new features	3.79	Agree
3.5 I buy cellphone that has big screen but still handy	4.24	Strongly Agree
Composite Mean	3.69	Disagree

*Notes: 1.00-1.80- Strongly Disagree; 1.80-2.60- Disagree; 2.61-3.40- Neither Agree or Disagree; 3.41-4.20- Agree; 4.21-5.00- Strongly Agree*

Table 5 shows the level of purchasing behavior in terms of quality. Respondents prefer to purchase cell phones with greater battery life.

Table 5. Level of purchasing behavior in terms of quality of buying cellphones

Responsiveness	Weighted Mean	Verbal Interpretation
4.1 I compare cellphone quality proportionable to its price	4.59	Strongly Disagree
4.2 I buy cellphone with high resolution camera	4.62	Strongly Agree
4.2 I buy cellphone with stylish look	4.21	Strongly Agree
4.4 I buy cellphone that is free from hang and freeze	4.61	Strongly Agree
4.5 I buy cellphone with longer battery life	4.76	Strongly Agree
Composite Mean	4.55	Strongly agree

Notes: 1.00-1.80- Strongly Disagree; 1.80-2.60- Disagree; 2.61-3.40- Neither Agree or Disagree; 3.41-4.20- Agree; 4.21-5.00- Strongly Agree

Table 6 shows that most of the respondents answered "quality" as the most important factor to consider when buying a cell phone.

Table 6. Importance of factors they consider in buying cellphones

Factors	Weighted Mean	Rank
Social Factor	3.36	3
Frequency	3.26	4
Psychological Factor	3.69	2
Quality	4.55	1

Table 7 indicates that there is no significant relationship between purchasing behaviors and gender. Bashir (2012) stated that out of the considerable number of components that impact consumers' purchasing behavior, one of the central points is sexual orientation. It refers to the social relationships, jobs, and obligations of people. Both guys and girls need various items, and they are probably going to have various methods for enjoying and acquiring them.

Table 7. Difference on the purchasing behavior according to sex

Purchasing Behavior	f-value	p-value	Interpretation
Social Factors	.209	.648	Not Significant
Frequency	.042	.837	Not Significant
Psychological Factor	.524	.471	Not Significant
Quality	.429	.541	Not Significant

Note: If p-value < 0.05 - Significant

Table 8 shows the difference in purchasing behavior according to age. The findings show that there is significance in social factors and frequency of purchasing behavior, which is

what the researchers expected given the impact of demographics on the outcome of their relationship.

Table 8. Difference on the purchasing behavior according to age

Purchasing Behavior	f-value	p-value	Interpretation
Social Factors	8.627	.004	Significant
Frequency	10.925	.001	Significant
Pyschological Factor	2.149	.146	Not Significant
Quality	3.154	.079	Not Significant

*Note: If p-value<0.05 - Significant*

Table 9 shows the significant difference in purchasing behavior when grouped according to department. The findings show that, in terms of departments, the respondents' purchase habit differs considerably from all other purchasing patterns. According to Adelman, R.D., Greene, M.G., Charon, R., and Friedmann, E. (2012) found that for younger participants, a cheap price was a sufficient reason to purchase the article of clothing, but for older participants, appropriateness was a more essential feature, and for the oldest persons, durability was the most crucial. Respondents analyze a product or service and seek information to see whether that specific product will fulfill certain requirements.

Table 9. Difference on the purchasing behavior according to department

Purchasing Behavior	f-value	p-value	Interpretation
Social Factors	7.356	.000	Significant
Frequency	5.351	.000	Significant
Pyschological Factor	4.298	.001	Significant
Quality	5.301	.000	Significant

*Note: If p-value<0.05 - Significant*

Table 10 reveals that there is no significant variation in purchase behavior based on income, demonstrating that respondents' purchasing behavior or patterns are unaffected by their financial situation. Understanding customer purchasing habits is critical to the success of any company organization. As a result, the consumer's basic behavior is equally critical to a successful marketing experience and financial prosperity. Consumer purchase behavior, on the other hand, varies greatly and follows a complex pattern. V. Sharma and J. Sonwalkar (2013).

Table 10. Difference on the purchasing behavior according to income

Purchasing Behavior	f-value	p-value	Interpretation
Social Factors	.494	.740	Not Significant
Frequency	.535	.710	Not Significant
Pyschological Factor	1.029	.396	Not Significant
Quality	1.993	.102	Not Significant

*Note: If p-value<0.05 - Significant*

Table 11 demonstrates that there is a considerable variance in respondents' purchasing behavior by year level. According to the findings, there is a considerable difference in frequency and quality. The researchers analyze the factors influencing college students at the Lyceum of the Philippines - Laguna's decision to purchase mobile phone devices in this study. According to the research, respondents ranked price and quality as the most important characteristics among all, followed by mobile phone features, and that this also worked as a motivating element that

affected their mobile phone purchasing decisions. According to the report, mobile phone vendors should consider the aforementioned variables while

Table 11. Difference on the purchasing behavior according to year level

Purchasing Behavior	f-value	p-value	Interpretation
Social Factors	2.999	.055	Not Significant
Frequency	7.332	.001	Significant
Pyschological Factor	1.944	.149	Not Significant
Quality	0.044	.044	Significant

*Note: If p-value < 0.05 - Significant*

According to Dagar, S., & Khan, A. (2018) the increasing innovation in mobile phone industries has brought this craze among the people on Smartphone. A dramatic growth in the number of mobile phone users in the recent past. Equally impressive has been the increase in internet access. Although mobiles allow us to stay connected, it is the convergence of internet access and smartphones that has resulted in tectonic shifts in consumer awareness, outlook and behavior.

## CONCLUSIONS

Smartphones are among today's most popular inventions. The majority of the world's population, including students, deems it a necessary. These portable gadgets offer a wide range of applications and functionalities that can assist students in their academics as well as their need to interact with others. Based on the findings of the survey, we have concluded in this chapter the elements that influence the purchasing behavior of students at LPU-Laguna.

With regards to the significant difference in consumer buying behavior when grouped by sex, it shows that there is no significant difference in all variables in terms of the gender of the respondents, which doesn't affect their buying behavior in purchasing mobile phones. The results of the significant difference in the consumer when grouped according to their age, on the other hand, had been concluded to indicate significance in social factors and frequency. The respondents are more likely to consider recommendations from other users of the mobile phone, such as their family and friends. They believe these users have more relevant and objective opinions. In terms of the college department, all of the variables are significant to their buying behavior since mobile phones are a necessity for a student. While when grouped according to family income there is no significant difference, this is due to the fact that most of their family income is 31,000 pesos and above, which doesn't affect their buying decision. The significant difference in purchasing behavior by year level demonstrates that frequency and social factors have a significance according to their year level because respondents value price and quality, followed by mobile phone features.

The study show that majority of the respondents are concerned about the quality of the cell phone specially the durability, battery lifespan and the resolution of the camera. Manufacturers can come up with an innovative and quality mobile phone with a long durability of battery life that can last more than 24 hours so students will not worry if they didn't bring their chargers with them in school.



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