A STUDY ON IMPACT OF CUSTOMER ASPIRATION LEVEL TOWARDS INTERNATIONAL PREMIUM SMARTPHONE BRANDS

Eben Andrew Johns - II MBA – PG Scholar, School of Management, Hindustan Institute of Technology & Science

Dr.S.Loganatha Prasanna – Research Guide - Asst. Professor, School of Management, Hindustan Institute of Technology & Science

ABSTRACT

The purpose of this study is to look at the impact of customer aspiration level towards international premium smartphone brands. The study will concentrate on determining how consumers' levels of aspiration impact their choice of international premium smartphone brands. A sample of smartphone users who have purchased or intend to purchase an international premium smartphone brand will be surveyed for the study in order to gather data. The study will also look into the underlying causes of the development of consumer aspiration levels for these companies. The results of this study will add to the body of knowledge on consumer behaviour and brand management by offering insights into how multinational premium smartphone brands may better understand and meet the expectations of their customers.

Primary objective of this study is to study the impact of customer aspiration level towards international premium smartphone brands. The study's secondary goals include understanding consumer preferences for premium smartphone brands, examining factors that impact premium smartphone purchases, and examining the role that social groupings play in influencing consumer choice.

The sampling method used in the research work is convenience sampling. Questions have been chosen to collect the responses from 100 customers through online. The data collected has been analysed through various statistical tools like simple percentage analysis, regression, Chi- square test and One-way Anova test. The research's several new discoveries have contributed to generate a few recommendations.

Keywords: *Customer Aspiration level, smartphones, consumer behaviour*

INTRODUCTION

The impact of consumer aspirations towards international premium smartphone brands is the focus of this research study. The demand for premium smartphones from foreign companies like Apple, Samsung, and Huawei has significantly increased in recent years. Customers' levels of aspiration, which are described as their desire to possess goods that are regarded as being of high quality and prestige, have been found to have a significant impact on their purchasing decisions.

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The customer's perception of your brand or items is referred to as consumer perception. It describes how consumers feel about your brand, taking into account all of their direct and indirect interactions with company. Your company can identify typical user pain spots and enhance the customer experience by tracking customer perception.

The purpose of this study is to investigate the connection between customer aspiration level and choice for premium international smartphone brands. With regard to picking a premium smartphone brand, it will specifically look into how customers' aspiration levels influence their perceptions of brand prestige, product quality, and overall value for money.

The study's findings will be helpful to managers and marketers in the smartphone sector since they will shed light on how to sell and pitch their goods to customers with various aspirational levels. By enhancing our knowledge of how aspiration levels influence consumers' views and purchasing behaviour, it will also contribute to the body of literature on consumer behaviour and brand management.

OBJECTIVE OF THE STUDY
Primary Objective:
The primary objective of this study is to study impact of customer aspiration level towards international premium smartphone brands.

Secondary Objectives
- To analyse consumer preference for buying premium smartphone
- To analyse factors influencing for buying premium smartphone
- To analyse the influence of social groups in making purchase decision

RESEARCH METHODOLOGY
Descriptive method is used in this research study. Data are collected from the direct participants of the subject being discussed.

The research is done with the Primary and Secondary data. The primary data was collected from 100 respondents through online survey.

The sampling method adopted for the study is convenience sampling. As this method was applied, the respondents were selected because of their accessibility and proximity to the researcher.

Various analytical tools like Simple Percentage Analysis, Anova, Chi-Square Test and regression were used to analyse and interpret the data.

REVIEW OF LITERATURE
Sripathi Kalvakolanu, Sama Hanumantha Rao, 2021 The Henry Garrett ranking approach is used in this study to examine how much emphasis users attach to the features included in smartphones. Customers voted the iPhone as the greatest mobile, and it was discovered that specific features of mobiles, like the camera, RAM, and battery capacity, are the most important deciding factors when buying a smartphone.

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Abd Hadi Mustaffa, 2020; Nurhikmattul Syiffa Haris The study's findings indicate that social groupings and product qualities significantly influence purchasing choices; however, brand name and price have little bearing. One of the best predictors of future purchasing decisions is the social group. Both academics and practitioners can make major contributions from the current study.

Dandy Haszi Ali, Hafidh Fauzi,2021 The findings of this study indicated that product quality and price had a positive and significant impact on purchasing decisions, that product quality had no influence on repurchases but that prices did, and that purchase decisions were unable to mediate the relationship between product quality and repurchase but were successful in doing so in the case of the relationship between price and repurchase.

Narasimha Rao, Kenneth David Strang,2019 Understanding how online consumers make decisions and behave is essential for the success of e-commerce. The goal of this study is to comprehend how psycho-demographic factors affect the choices made by young, tech-savvy consumers when acquiring cellphones.

Hyunjoo Lee, Jungsu Lee, and Junghun Kim, 2020 This study looks at brand interest and loyalty in South Korea and how peers' satisfaction with innovation influences both. For the analysis, an asymmetric discrete choice model with reference-dependent preferences is used. According to the estimation results, the brand of a smartphone is the most significant feature in South Korea, and Apple has the strongest brand loyalty.

Yanhui Mao,Yao Lai,2020, Over the past ten years, the use of smartphones has significantly impacted society, the environment, and the economy around the world and has shown impressive growth. Understanding what motivates consumers to choose one particular brand over its rivals is essential for understanding their purchasing behaviour. The study tries to balance the sustainability of the economy, society, and environment by concentrating on the strategic implications of managing various brand aspects.

Joel Billieux (2017), despite the clear benefits of using a cell phone, it has also been linked to risky or potentially disturbing behaviours. Problematic mobile phone use is defined as the inability to control one's use of the device, which eventually leads to conservancies in daily life.

Tiago Oliveira, Jose Martins, Catarina Costa, 2019, it is vital to comprehend what drives consumers to connect with smartphone adverts and, therefore, what prompts them to make a buy. The findings demonstrated that brand recognition, online design quality, flow experience, and advertising value all contribute to buy intention. The study's findings help marketers and advertisers comprehend how smartphone commercials affect consumers' intentions to make purchases.

It was discovered by **Citra Savitri, Ratih Hurriyati, and Lili Adi in 2022** that there was a favorable and significant correlation between Brand Image (BRI) and Purchase Intention. Social media marketing and brand image also had a favorable and significant relationship. A strong association existed between social media marketing and purchase intention through brand image as a mediator, but there was no relationship at all between social media marketing and brand image.

In their 2020 study, **Lynda Andrews, Judy Drennan, and Rebekah Russell-Bennett** look at how consumers perceive the value they get from using mobile phones in their daily lives

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and how mobile marketing (m-marketing) may be able to improve these perceptions. The results show how to modify m-marketing tactics to match consumers' opinions on the benefits provided by their mobile devices.

Rodolfo Martínez Gras ; Eva Espinar Ruiz, 2019, explain a new informational and technological dimension for Spanish teenagers. This article's primary goal is to examine how Spanish teenagers and information and communication technologies interact. Researchers have specifically looked into the characteristics of teen access to and use of electronic devices using qualitative approach. and examined the motivations for using information and communication technologies, emphasising the close connection between technology and peer communication and entertainment. The opposite is true—all of these tools are underutilised for teaching and learning.

DATA ANALYSIS AND INTEPRETATION
REGRESSION:

Regression is a method which explains the relationship between the dependent variable and independent variable.

The study tries to understand the relationship between the age and factors influencing the purchasing a smartphone. Y - Age

a. X_1 - Brand is an important factor when purchasing a smartphone

b. X_2 - Design attracts you the most in a smartphone

c. X_3 - Price of the smartphone influences my decisions to switch to a different brand

d. X_4 - Friends/family has influence when purchasing a smartphone

e. X_5 - Advertisements attract me to buy the smartphone My company organized stress buster events (online sessions) to break from daily work tasks.

Anova

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4.497	5	.899	1.630	.0160[b]
Residual	51.863	94	.552		
Total	56.360	99			

a. Dependent Variable: Age

b. Predictors: (Constant), Advertisements attract me to buy the smartphone, Price of the smartphone influences my decisions to switch to a different brand, Brand is an important factor when purchasing a smartphone, Friends/family has influence when purchasing a smartphone, Design attracts you the most in a smartphone

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Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.220	.617		1.976	.051
Brand is an important factor when purchasing a smartphone	.058	.120	.053	.481	.632
Design attracts you the most in a smartphone	.204	.098	.230	2.073	.041
Price of the smartphone influences my decisions to switch to a different brand	.053	.094	.058	.564	.574
Friends/family has influence when purchasing a smartphone	-.144	.086	-.181	-1.672	.098
Advertisements attract me to buy the smartphone	-.102	.077	-.146	-1.329	.187

a. Dependent Variable: Age

The following results have been obtained:

a. X_1 being brand is an important factor when purchasing a smartphone is positive, implying influence of brand on customers while purchasing a smartphone.

b. X_2 being design attracts you the most in a smartphone is positive, implying influence of design on customers while purchasing a smartphone.

c. X_3 being price of the smartphone influences the decisions to switch to a different brand is positive, implying influence of price on customers while purchasing a smartphone.

d. X_4 being Friends/family has influence when purchasing a smartphone is negative, implying the non-responsiveness of friends/ family on the purchasing decision of the customer.

e. X_5 being advertisements attract me to buy the smartphone is negative, implying the non-responsiveness of advertisements on the purchasing decision of the customer.

$$Y = 0.058 X_1 + 0.204 X_2 + 0.053 X_3 + (-0.144) X_4 + (-0.102) X_5$$

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ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):
Globalization does not have a significant impact on purchasing behavior of the customer.
Alternate hypothesis (H1):
Globalization have a significant impact on purchasing behavior of the customer.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
The increase in availability of smart phones from 4 countries impact your purchase behaviour	Between Groups	9.122	2	4.561	5.512	.005
	Within Groups	80.268	97	.828		
	Total	89.390	99			
Do you prefer buying smartphones that is made from 4 country	Between Groups	2.961	2	1.480	3.119	.049
	Within Groups	46.039	97	.475		
	Total	49.000	99			

The calculated value of F is greater than Significance Value 0.05, (f)5.512>(sig)0.005 and (f)3.119>(sig)0.005. Hence, we accept the alternate hypothesis and conclude that globalization does have a significant impact on purchasing behavior of the customer.

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):
There is no significance relationship between age and influence of design while purchasing the smartphone.
Alternate hypothesis (H1):
There is significance relationship between age and influence of design while purchasing the smartphone.

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Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.828[a]	9	.288
Likelihood Ratio	10.066	9	.345
Linear-by-Linear Association	2.730	1	.098
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .27.

Since the calculated value is greater than Significance Value 0.05, we accept the alternate hypothesis and hence there is significant relationship between age and influence of design while purchasing the smartphone.

CONCLUSION

In conclusion the impact of customer aspiration level towards international premium smartphone brands is significant. The study has shown that the customers with higher aspiration levels tend to prefer international premium smartphone brands due to factors such as brand image, quality, features, design etc. To cater the needs and preferences of different customer segments, companies in the smartphone industry need to develop marketing strategies that focus on innovation, quality, brand building, pricing and customer service. Investing in research and development, introducing new and innovative products and providing exceptional customer service can enhance the customer experience and build customer loyalty. Overall the study highlights the importance of understanding customer aspiration levels and their impact on purchasing decisions in the highly competitive smartphone industry.

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