



# Vivo Smartphones Customers' Gratification Involvement

<sup>1</sup>JOSHUA BENAIHAH. S

Ph.D Research Scholar (Part-Time),  
Department of Management Studies,  
Urumu Dhanalakshmi College,

(Affiliated to Bharathidasan University-Tiruchirappalli)  
Tiruchirappalli-620019, Tamil Nadu, India.

<sup>2</sup>Dr. M. CHANDRASEKARAN

Director and Research Supervisor,  
Department of Management Studies,

Dhanalakshmi Srinivasan College of Arts and Science for Women,  
(Affiliated to Bharathidasan University-Tiruchirappalli)  
Perambalur-621212, Tamil Nadu, India.

## Abstract:

**Goal:** This research, has inspected by the concentrating on customer gratification of Vivo smartphones' highlights, cost, brand image, buying goal, intention of purchase, prospect of product and quality comparable to customer mentality. Our goal is to figure out how Vivo phones can meet south Indian customers' expectations.

**Methodology:** An organized survey was utilized to gather information from 140 respondents in south India using the convenience sampling technique. Statistical tools were adopted for analysing the data through the (SPSS- Statistical Package for the Social Sciences) package.

**Result:** The review results show that item points of interest referenced are the most effective component that persuades south Indian smartphone customers to pick and buy the smartphones that best serve their necessities and assumptions.

**Limitation:** The study's conclusions were dependent on the south of India, but this constraint might be used as a springboard for future researchers to look at other research institutions in comparable settings.

**Practical Implication:** The outcome that is being presented throws light on the impact of customer gratification in India's southern region.

**Originality:** This study broadens our understanding of the southern region of India and its impact on customers' gratification with their purchase of Vivo smartphones. Also, there have not been many prior research on the topic of customer impression in the given sector.

**Future:** The study's results provide academics and researchers with a clear understanding that they can use in their current and upcoming work. And, will help other smartphone marketers in India implement innovative strategies.

**Keywords:** Brand Image, Customer Satisfaction, Features, Price Perception, Product Quality, Service Quality, and Smartphone

## I. INTRODUCTION

The trend toward owning a smartphone has greatly increased in recent years. Every single buyer is taking a perception at different brands of smart phones to examine and look at which would be more viable concerning plan, quality, evaluating, trend setting innovation, and so forth. In the present situation, most customers are looking towards purchasing a more technological progressed smartphone. Customer gratification is a feeling of happiness or dissatisfaction that arises from contrasting the performance of the product under consideration with the performance that was anticipated. The customer is not satisfied if the performance falls short of their expectations. The customer is happy if the performance lives up to their expectations. When performance meets or exceeds expectations, the client is extremely delighted or satisfied. (Kotler- 2009) India has the quickest developing smartphone market on the planet, and everyone mobile companies focus on India as a gigantic landing ground for their development; subsequently, the Indian market has enormous rivalry, making it important to comprehend the customer discernment to fulfil their prerequisites over the long race. Customer delight assumes a significant part in deciding if the customer favors the specific model of smartphone or changes to one more model because of certain holes, which can be battery issues, network issues, and so forth. Vivo is the sort of organization that understand what clients really like as well as the future parts of development such that no other organization does. There are different models of Vivo cell phones, like the Vivo Y73T, vivo V25e, vivo Y02s, vivo Y55, vivo Y75s 5G, vivo V24 Genius 5G, and vivo Y23, which are additionally satisfying the assumptions for the client base and are for the most part liked by the medium pay segment of the client base.

As a result, consumers with higher or medium incomes prefer a dependable smartphone for long-term use, though their preferences may differ in terms of model selection depending on the pricing structure. Since Vivo smartphones are not more costly than other smartphones, just a higher fragment of society thinks about buying one; the other customers who can't manage the cost of the superior estimating lean toward Samsung, Redmi, Oppo, Apple, and others. To resolve this issue, different organizations are requesting criticism to hold their customer base for a more extended time-frame. The motivation behind this exploration is to break down the impact of item includes, cost insight, brand picture, buying aim, client assumption, and item quality on consumer gratification.

## II. REVIEW OF LITERATURE

Various examinations have researched the elements impacting customer satisfaction with smartphones. Most of specialists utilized a hypothetical demonstrating procedure to research these perspectives. The writing review centers around the variables that gratify customers of cell phones in India, including item feature, cost, brand picture, buying goal, client assumption, and item quality. According to (Huang, Wang, and Chen- 2011), high expectations from clients make it challenging to meet them. Customers' expectations for goods and services will rise as a result of improved economic conditions in developed nations since they will be able to demand more and have higher expectations. This means that it can be challenging to satisfy customers in highly developed countries. In other words, it is more challenging to meet the higher expectations of customers in industrialized nations. Customers have lesser expectations and are more likely to be satisfied in developing nations. If the expectations are met, that will determine if the customer is happy or unhappy with the transaction.

### II. i Product Features:

Product delivery methods, product or service performance, company/product/brand image, price value that is related to the value obtained by consumers, employee performance, advantages and disadvantages of competitors are among the factors that (Cravens -2008) claims influence customer satisfaction.

This study demonstrated that Nepali purchasers are bound to buy advanced smart-phones assuming they find appealing item includes viable with their necessities and group of friends. Further, the review recommended that cost, quality, and the nation of beginning don't have a lot of effect on the Nepali purchasers' goals to buy the smart-phones. The review highlighted the requirement for advanced mobile phone advertisers to plan their technique while considering the item includes, similarity with ways of life, and social circle wanted by purchasers, while advancing their individual brands. In this manner, the significance of social variables in impacting the buy expectation of electronic items, for example, advanced mobile phones were emphasized. (Sthapit, Laohakosol, & Sharma - 2018)

The impacts of item quality, worth, and nation of beginning on users' happiness with Vivo mobile phones demonstrated that the research model complied with the goodness of fit criteria. Client fulfillment for the Vivo brand smartphone in medium is affected side-effect quality, value discernment, and nation of beginning. (Dian Citaningtyas Ari Kadi, Budi Setyanta., - 2021).

### III. ii Price Perception:

A reasonable model that characterizes and interfaces cost, saw quality, and saw esteem consolidates past examination with discoveries from an exploratory project. In the wake of making claims about the ideas and their associations, the writing is next used to prove those cases. (Valarie A. Zeithaml - 1988)

Price perception refers to the sense of paying a certain sum of money for a good or service that customers will purchase in order to use and enjoy it. (Kotler- 2007)

(David Paul Elia Saerang, Milka Yodiah Limbongan, and Peggy Adeline Mekel - 2014) explored the effect of customer discernment and brand insight on Chinese cell phone buy goal in Manado. The result exhibits that shopper insight and brand experience both affect individuals' aims to purchase Chinese cell phones, but brand experience has the greatest impact on people's decisions to buy products as well as their intentions to do so.

In order to investigate the discrepancy between consumers' expectations and perceptions in the telecom sector, the review "Shoppers' assumptions and perception about mobile telecommunication in Bangladesh" was conducted. (Rehana Akther, Md. Ashraful Alam, and Debashish Roy - 2016)

Price perception has a major impact on consumer satisfaction, according to the findings of a study by (Opusunju and Ojeleye -2017) titled Price Perception and It Impacts on Consumer Satisfaction in Ikotene Main Market, Akwa Ibom State.

### II. iii Brand Image:

(O'Cass, A., and Grace, D. - 2003), there are various key aspects that are critical to purchasers for the two labor and products, for example, the center item or administration, the brand insight, and the client's picture. While verbal exchange, services cape, and staff were proven to be relevant for branded services, dimensions like sentiments and self view coinciding were not viewed as critical. The discoveries likewise show areas of strength for a between the significance of the brand aspect and brand affiliations, affiliations and mentalities, and perspectives and plans.

(Indriany M. Wijaya - 2013) his study saw how brand mindfulness, brand character, and brand picture affected shopper buy expectations for Apple cell phones. The discoveries show that brand mindfulness, brand picture, and brand character all fundamentally affect customer buy goals for Apple cell phones. Brand mindfulness was found to greaterly affect client buy goals for Apple cell phones than brand picture and brand character.

(Josphine Chepchirchir, Mark Leting - 2015) The outcomes uncovered that brand quality and brand renown are emphatically connected with shopper brand buy expectation just on Kenya.

### II. iv Purchasing-Intention:

Purchase intention is the probability that clients can expect to purchase or purchase a particular decent or administration later. An expansion in buy goal implies an expansion in the chance of buying (Dodds - 1991). To do this, customers must adhere to their historical practises for the relevant categories of products. (For instance, brand loyalty or routine purchases) in the formulation of the choice to acquire the product (Terrell - 2002). Making a buy aim for a specific brand requires assessing all brands available. (Teng, Laroche and Huihuang - 2007) (Ahmed et al.- 2015) and (Alshare et al. -2020) contend that customer insight and mentality animate the buy expectation that influences cell phone buy choice.

### II. v Customer Expectation:

The developing status of the product category is the focus of technological expectations, according to (Smith -2012). Smartphones are constantly changing, which raises the bar for new features. Low-profile phones with email, a camera, MP3 technology, and more capacity will alter technology expectations as well as the expectations for the product's static and dynamic performance. When these highly engaging products are not available, they might even arouse feelings of loneliness and dread because they generate

expectations that boost notions of status, ego, and self-image. Like how expectations connect social and technical components, visions refer to pictures of the future in which social and technical aspects are closely related. The missing piece connecting the inner and exterior worlds of technological and scientific knowledge groups is expectations.

(Alshare et al. - 2020), cell marks that offer great at sensible costs draw in and make clients. The review "Consumers' assumptions and perception toward mobile telecommunication usage in Bangladesh" analyzes the distinction between clients' assumptions and perception towards the telecom business. It is vital to examine the distinctions that might give extension to progress among portable assistance administrators (Md. Ashraful Alam; Debashish Roy, Rehana Akther - 2016) (Riyath, Musthafa - 2014) and (Twenefour - 2017) recognized apparent nature of cell phones influences brand inclination.

## II. vi Product Quality:

(Caruana, A.- 2002) This study starts by characterizing administration dependability prior to laying out a qualification between consumer loyalty and service quality. (Joma, SلاهEddeenMummar M. - 2008). Results from the SERVQUAL and SERVPERF continue to offer insightful information on service quality (Landrum & Prybutok-2010). The quality of the products and services offered to consumers must be continually improved for the telecommunication sector to stay profitable and competitive. When doing so, it is also vital for service providers to comprehend, acknowledge, and strive to fulfil and surpass consumers' quality expectations and requirements (Paulrajan & Rajkumar -2011)

The motivation behind this study was to research the connection between consumer loyalty and service quality (dependability, physical assets, responsiveness, confirmation, and sympathy) on cell phone suppliers (Digi, Maxis, and Celcom) in Sintok, Kedah, Malaysia. (Ismail Razak, NaziefNirwanto & BogeTriatmanto - 2016) the connection between item quality and cost and consumer loyalty, and to test the intervening job of client esteem in further developing consumer loyalty.

## III. RESEARCH METHODOLOGY

**Research-design:** Survey research

**Sampling-frame:** Vivo smartphone users in south India.

**Sampling-Method:** Convenience examining

**Sample-size:** 140 respondents.

**Nature of Information:** Essential as well as auxiliary information were gathered from diaries, sites, books, magazines, and past exploration connected with advanced cells.

**Method of data collection:** Questionnaire

**Types of questionnaires:** Structured questionnaires

**Question-types:** Closed-ended, likert scale, ranking, and multiple-choice questions

**Statistical tools used:** Percentage analysis and chi-square

**Software used:** IBM SPSS Statistics 29.0.0.0

**Period of study:** June 2024–Dec 2024.

**Area of study:** south India

**IV. RESULT AND DISCUSSION:****1. PERCENTAGE ANALYSIS**

Table-1.1 “Demographic characteristics of population surveyed”

<b>Demographic</b>	<b>Frequency</b>	<b>%</b>	<b>Valid %</b>	<b>Cumulative%</b>
<b>Gender</b>				
Male	78	55.7	55.7	55.7
Female	62	44.3	44.3	100
<b>Total</b>	140	100	100	
<b>Age</b>				
Under 30 Years	48	34.3	34.3	34.3
31-40 Years	54	38.6	38.6	72.9
41-50 Years	21	15.0	15.0	87.9
51-60 Years	12	8.6	8.6	96.4
61 and above	5	3.6	3.6	100
<b>Total</b>	140	100	100	
<b>Education</b>				
SSLC	9	6.4	6.4	6.4
HSC	24	17.1	17.1	23.6
Diploma	16	11.4	11.4	35.0
Under graduate	71	50.7	50.7	85.7
Post graduate	20	14.3	14.3	100
<b>Total</b>	140	100	100	
<b>Occupation</b>				
Student	37	26.4	26.4	26.4
Housewife	26	18.6	18.6	45.0
Private	42	30.0	30.0	75.0
Government	9	6.4	6.4	81.4
Self-Employee	26	18.6	18.6	100
<b>Total</b>	140	100	100	

Source: Primary data

**Interpretation**

In the survey of 140 vivo mobile phone customers in India, male respondents made up 55.7% of the total, while female respondents made up 44.3%. In the data, 34.3% were age under 30 years, 38.6% were age somewhere in the range of 31 and 40 years, 15.0% of the members were inside the scope of 41 - 50 years, 8.6% of the members were inside the scope of 41 - 50 years, and 3.6% were age over 61 years. The education level, it is seen that as 6.4% of members finished SSLC, 17.1% completed HSC, 11.4% completed a diploma, 50.7% completed undergraduate, and 14.3% completed postgraduate. The study included students, housewives, private employees, government employees, and self-employed individuals. Among them, 26.4%, the main number of respondents, were understudies, and the extents of home spouses, private workers, government representatives, and independently employed people were 18.6%, 30.0%, 6.4%, and 18.6%, separately (Table-1).

Table-1.2 Factors fulfilled Buying of Vivo Mobile Phones

<b>Factor</b>	<b>Number(N)</b>	<b>Mean</b>	<b>SD</b>
Product Features	140	4.4643	.65052
Price Perception	140	4.5214	.64001
Brand Image	140	4.5071	.55615
Purchasing Intention	140	4.5000	.60573
Customer Expectation	140	4.4929	.66242
Product Quality	140	4.4214	.71033

Source: Primary data

## Interpretation

This study was conducted to determine which item includes, cost, brand picture, buying goal, client assumption, and item quality will tempt cell phone clients to buy the Vivo phone. In Table-1.2, the elements are given with their mean scores, where the affecting variables range from 4.4214 to 4.5214, and the median score of the relative multitude of variables displayed in the table is 4.4643. The outcomes show that among the six inspected factors, the product-features (4.4643), price-perception (4.5214), brand-image (4.5071), purchasing-intention (4.5000), customer-expectation (4.4929), and product-quality (4.4214) are the main components that influence a client's choice to buy a Vivo cell phone. As indicated by the report, the main thought for cell phone clients while hoping to purchase new telephones is an item's element. High-goal shows, plans and varieties, size and weight, cameras, long battery duration, mixed media, programmability, and capacity are among the features of the item. The second significant element is the brand name and picture, where purchasers of a specific cell phone thought about the prominence and great criticism from current and existing telephone clients at the hour of purchasing another one. Cost is the third element that clients of cell phones consider, following alluring and captivating highlights, as need might arise to be spent affordable enough for them.

## 2. CHI-SQUARE TEST

To figure out the relationship between the gender and elements fulfilling for buying

**Null hypothesis (H0):** "There is no significant association between gender and factors satisfying for purchasing".

**Alternative hypothesis (H1):** "There is significant association between gender and factors satisfying for purchasing".

Table 2.1. Gender vs factors satisfying for purchasing

S.No.	Profile of the Responders	Chi square value	DF	P-value
1	Product Features	1.915	2	.384
2	Price Perception	1.425	2	.490
3	Brand Image	.636	2	.727
4	Purchasing Intention	.599	2	.741
5	Customer Expectation	.397	2	.820
6	Product Quality	4.537	2	.103

Source: Primary data

## Interpretation

It is noted from the above table 2.1 that the p value is more than 0.05 towards product-feature, price-perception, brand-image, purchasing-intention, customer-expectation, and product-quality. Hence, the null hypothesis (H0) is accepted. As a result, it is determined that there is no significant relationship between gender and purchasing factors.

## V. DISCUSSION

The review results demonstrate that item includes are the most effective variable that that influences south Indian smartphone consumers to choose and buying the smartphones that best serve their requirements and outlooks. The outcomes are reliable with the thought that shoppers consider various cell phone highlights while choosing and buying them, including the telephone's camera, web perusing capacities, show goal, remote network, size, actual plan, and voice-actuated dialing. (Ling et al., -2006 & 2007). Examinations in Jordan and Nigeria, too (Ayodele & Ifeanyichukwu - 2016), in Malaysia (Mokhlis & Yaakop, -2012; Rahim et al - 2016) in India have shown that elements, expanded battery duration, look, and top-notch items are viewed as item characteristics, influencing the choice of mobile phone customers at various levels. The number and quality of the smartphone cameras are among the things that Indian smartphone users have grown particularly worried about, which is likewise reliable with the discoveries of the review led by (Chow et al. -2012). Notwithstanding these elements, Indian cell phone purchasers additionally consider the telephones' weight. It is conclusions determined by (Gopal, Anjali, and Aakanksha - 2013) that slim phones are more appealing than ones that are massive one. The market for smartphones in India continues to see a demand for lightweight devices. Along with product attributes, other elements like brand name/brand image, price, and purchase intention all have a massive effect on Indian smartphone buyers' buying decisions. An important factor that has a strong correlation with mobile phone users' intentions to purchase is the brand's name or image. (Ahmed et al., 2015, Rahim et al., - 2016). The dissertation can also be used to understand the significance of the brand name/brand image of cell phones. (Juwaheer et al. - 2014) found that customers are more likely to buy products and services from

well-known brands since doing so gives them access to a variety of options with a guarantee of quality. The same investigators oppose that price also serves as a quality signal, with a greater price indicating more innovative technology, design, and features in smartphones. This disagreement is consistent with the attitudes & ideas of Indian smartphone purchasers. One of the main perspectives impacting the choices of potential phone buyers was also found to be attractive and competitive prices. (Mokhlis&Yaakop - 2012, Negi & Pandey - 2013, Riyath&Musthafa - 2014, Ayodele &Ifeanyichukwu - 2016 &Alshare et al. - 2020). Finally, (Leo et al.-2005) claim that quality has a positive relationship with purchase committed.

## VI. CONCLUSION, SUGGESTION, AND FUTURE RESEARCH-DIRECTION

This study expected to inspect the variables that impact the consumer loyalty of Indian cell phone clients. This investigation discovered that item includes, brand picture, cost, and saw quality go about as the main forces to be reckoned with in empowering Indians to pick and purchase their ideal cell phones. Consequently, it empowers Indians of different ages and word related gatherings to buy cell phones to speak with others and satisfy different capabilities that are just conceivable with cell phones. Likewise, social impact makes it a lot simpler for Indians to choose and purchase cell phones with advance highlights, superior grade, enormous storage and batter-life, and stylish appearance.

This study will offer another arrangement of promoting elements to other makers and advertisers, particularly for the center locale markets like India that will represent a huge piece of these organizations' income. The outcomes could potentially be used by smartphone marketers as operational and strategic planning tools and as indications for optimum resource use. The study's findings provide academics and researchers with a clear understanding that they can use in their current and upcoming work. Likewise, central leaning bias, acquiescence bias, and social elegance bias of the study's use of the likert-scale as a research instrument. Notwithstanding, this study adds to the group of information currently accessible and works on our appreciation of the associations between impacting elements and buyer cell phone buying conduct in India.

The professional categories in the nation and the factors influencing their choice of a mobile brand may be the subject of further research. Second, research would be conducted to determine the advertising and promotion tactics used by mobile businesses that have a positive influence on consumers' choice of brand. Thirdly, it might be investigated whether there are variations between the primary factors that motivate mobile brand customers residing in developing and developed countries. Finally, a study could be planned to determine which mobile phone models and features are favored primarily by students, parents, and teachers conclusively for educational purposes during the Coronavirus pandemic. To be able to fully explain variances in consumer gratification, future study should also incorporate additional variables. Future studies are advised to compare consumer gratification by using different smartphone products as research subjects.

## VII. REFERENCES

- [1]Alshare, F., Aljawarneh, N., Alomari, K., Alomari, Z., Albdaeen, R., AAlwagfi, A., &Alradaideh, A. (2020). Factors Influencing Cellular Device Purchase Decisions in Jordan. *Management Science Letters*, 10, 2501-2506. <https://doi.org/10.5267/j.msl.2020.3.045>
- [2]Caruana, A. (2002) Service Loyalty: The Effects of Service Quality and the Mediating Role of Customer Satisfaction. *European Journal of Marketing*, Vol. 36, pp. 811-828. <https://doi.org/10.1108/03090560210430818>
- [3]Cravens, W. David (2008). *Strategic Marketing*. Jakarta: Erlangga.
- [4]David Paul Elia Saerang, Milka YodiahLimbongan, Peggy Adeline Mekel (2014)
- [5]Consumer Perception, Brand Experience and Purchase Intention of Chinese MobilePhones in Manado, *JurnalRiset Ekonomi, Manajemen, Bisnis dan Akuntansi*,Vol.2 No.1 ISSN2303-1174.<https://doi.org/10.35794/emba.2.1.2014.3675>
- [6]Dian Citaningtyas Ari Kadi, Budi Setyanta-(2021) AntesendendariKepuasanPenggunaTeleponSeluler Merk Vivo di Madiun- *JurnalIlmiahBisnis dan EkonomiAsia*. ISSN 0126-1258 <https://doi.org/10.32815/jibeka.v15i1.364>
- [7]Dodds, W.B., Monroe, K.B. and Grewal, D. (1991) Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, Vol.28, pp.307-319.<http://dx.doi.org/10.2307/3172866>
- [8]Huang, J., Wang, X. and Chen, R. (2011). Regional differences in customer satisfactionin China.*Socialbehaviour and personality*, Vol.39, No.10, ISSN 1403-1412.<https://doi.org/10.2224/sbp.2011.39.10.1403>

- [9]Indriany M. Wijaya (2013) The Influence of Brand Image, Brand Personality and Brand Awareness on Consumer Purchase Intention of Apple Smartphone, *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, Vol. 1, No.4, ISSN 2303-1174.<https://doi.org/10.35794/emba.1.4.2013.2961>
- [10]Ismail Razak, Nazief Nirwanto, Boge Triatmanto (2016) The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value, *Journal of Marketing and Consumer Research*, Vol.30, pp. 59-68, ISSN 2422-8451
- [11]Joma, Slah Eddeen Mummar M. (2008) Service Quality and Customer Satisfaction of Mobile Phone Provider Among Postgraduate Students of University Utara Malaysia. Masters' thesis, Universiti Utara Malaysia.
- [12]Josphine Chepchirchir, Mark Leting (2015) Effects of Brand Quality, Brand Prestige on Brand Purchase Intention of Mobile Phone Brands: Empirical Assessment from Kenya, *International Journal of Management Science and Business Administration* Vol.1, Issue 11, pp. 7-14, ISSN 1849-5664 <https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.111.10013>
- [13]Landrum, H., and V. R. Prybutok. (2004). A service quality and success model for the information service industry. *European Journal of Operational Research* Vol.156, Issue 3, pp.628-642 [https://doi.org/10.1016/S0377-2217\(03\)00125-5](https://doi.org/10.1016/S0377-2217(03)00125-5)
- [14]Md. Ashraful Alam; Debashish Roy; Rehana Akther (2016) Consumers' Expectation and Perception toward Mobile Telecommunication Usage in Bangladesh, *Asian Business Consortium*, Vol 6, Issue 13, No. 1/2016 ISSN: 2305-8730, <https://doi.org/10.18034/abr.v6i1.804>
- [15]Kotler, Philip. (2007). *Manajemen Pemasaran*. Jakarta: PT. Index Kelompok Gramedia
- [16]Kotler, Philip. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.
- [17]Opusunju, Michael Isaac and Y. C. Ojeleye. (2017). Current Price and Its Effects on Consumer Purchase Decision in Ikot Ekpene Main Market, Akwa Ibom State. *International Journal of Economics and Socio Legal Sciences*, Vol. 2 (6), pp. 1-14.
- [18]O'Cass, A., & Grace, D. (2003). An exploratory perspective of service brand associations. *Journal of Services Marketing*. <https://doi.org/10.1108/08876040310486267>
- [19]Paulrajan, R., and H. Rajkumar. (2011). Service quality and customers preference of cellular mobile service providers. *Journal of Technology Management & Innovation* Vol.6, No.1, pp.38-45 <http://dx.doi.org/10.4067/S0718-27242011000100004>
- [20]Riyath, M. I. M., & Musthafa, S. L. (2014). Factors Affecting Mobile Phone Brand Preference: Empirical Study on Sri Lankan University Students. South Eastern University of Sri Lanka.
- [21]Rehana Akther, Md. Ashraful Alam, Debashish Roy (2016) Consumers' Expectation and Perception toward Mobile telecommunication Usage in Bangladesh, *Asian Business Review*, <http://dx.doi.org/10.17613/v5ws-tf38>
- [22]Smith, S. (2012). Customer expectations: 7 types all exceptional researchers must understand (blog). Qualtrics, Qualtrics survey university (online). Available: <http://www.qualtrics.com/blog/customer-expectations> (Accessed 28 October 2015).
- [23]Sthapit, Laohakoso, I., & Sharma, (2018), Impact of Product-Related and Social Factors on Purchase Intention of Smart-Phone Buyers in Nepal, *The Sankalpa: International Journal of Management Decisions*, Vol. 4, No. 1, 2018
- [24]Teng, Laroche and Huihuang. (2007), "The effects of multiple-ads and multiple-brands on consumer attitude and purchase behavior", *Journal of Consumer Marketing*, Vol. 24/1, pp. 27-35 <http://dx.doi.org/10.1108/07363760710720966>
- [25]Terrell, G.W., 2002. Social class influences on purchase evaluation criteria. *Journal of Consumer Marketing*, Vol. 19, Issue 3, pp. 249-276, ISSN 0736-3761. <https://doi.org/10.1108/07363760210426067>
- [26]Twenefour, F. B. (2017). Major Determinants That Influence the Choice of Brand of Mobile Phone. *Open Journal of Statistics*, Vol. 7, No. 4, ISSN 663-675. <https://doi.org/10.4236/ojs.2017.74046>
- [27]Valarie A. Zeithaml (1988) Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence, *Journal of Marketing*, Vol. 52, Issue 3, pp.2-22, <https://doi.org/10.1177/002224298805200302>