

International Journal of Social Science Exceptional Research

Factors affecting students' decision to buy Smartphones In Ho Chi Minh City University of Industry and Trade

Nguyen Anh Phuc ^{1*}, Phan Thi Chieu MY ², Huynh Thi Chau AI ³
¹⁻³ Van Hien University, Vietnam

* Corresponding Author: **Nguyen Anh Phuc**

Article Info

ISSN (online): 2583-8261

Volume: 02

Issue: 06

November-December 2023

Received: 20-08-2023;

Accepted: 26-09-2023

Page No: 40-46

Abstract

In the modern technological age, smartphones have become an indispensable tool in students' daily lives. Buying a suitable smartphone not only meets personal needs but can also affect academic performance and student life in general. Appearing since the early 70s of the twentieth century, mobile phones (smartphones) have rapidly achieved quality and quantity and created a certain influence on social life. According to the latest research of the GSMA Association (Global Association in the field of mobile telecommunications), there are currently over 5 billion smart mobile phone users in the world (May 2021). Initially, mobile phones were born mainly to meet people's communication needs such as calling and texting. In a world that is increasingly developing towards automation and modern technology, smart mobile phones were born to meet many human needs such as: Internet, email, social networks, surfing, web, filming, taking photos, etc. That's why Smartphones have become an indispensable companion for people's lives in the context of a modern and developed world.

Keywords: factors affecting, purchasing decision, smartphone, University, HUIT

Introduction

Since 2012, the smartphone market has become more bustling and vibrant than ever, advances in technology development have led to an explosion in demand for this item. Responding to the development of technology and integrating with the development of the 4.0 era, smartphones in Vietnam have gradually become a necessary item and almost never leave the hands of consumers. According to a report by Vietnam Digital Advertising Market (Adsota) released in December 2019, with the launch of many low-cost phone models, smartphones are becoming an "inseparable" item in everyday life. Vietnamese people's day when nearly 50% of the population owns smartphones, ranking top 14 out of 15 countries with the most people using smartphones in the world.

A report from Hootsuite as of January 2021 shows that the number of smartphone users worldwide is 5.22 billion people (equivalent to 66.6% of the world's population). Technological developments make smartphones more popular than ever and are a lucrative and potential market that helps major phone companies increase their assets to trillions of dollars. We can mention the giant of this industry like Apple, currently its capitalization scale has exceeded 2 trillion dollars, even though it only sells high-end and expensive products. Besides Apple, rival Samsung also has significant revenue figures reaching \$55.5 billion (second quarter of 2021). Following the development of technology giants, mobile device retailers in the Vietnamese market distributing the above products also bring huge revenues and are leading the domestic market in this segment, typically include chains of stores and supermarkets of Mobile World and FPT Shop,...

According to Statista's survey, in May 2021 there were about 61.3 million smartphones being used in Vietnam and are in the top 10 countries with the highest number of smartphones. The above research shows that the demand for smartphones in Vietnam has increased, according to data showing that the number of smartphones has tripled from 2009 to 2015.

To understand the smartphone usage needs of students in particular and all consumers in general, manufacturers and retailers need to clarify the needs and purposes of using their products. Different audiences, from which we can offer products that suit their tastes so that consumers can freely make choices that suit themselves and their needs. Distribution agents clearly understand the reasons that influence customers when they are about to decide to buy a product, and from there will come up with sales programs and clever marketing strategies to attract consumers. and increase more revenue. Therefore, research on factors affecting the choice of smartphones by students, specifically HUIT students, is extremely necessary. That is the reason why the author chose the topic "Research on factors affecting HUIT students' decision to buy Smartphones" as a graduation thesis research topic. This topic provides a more objective and scientific view of the topic. Factors affecting HUIT students' decision to buy smartphones and based on that basis, the author proposes solutions to improve the ability to grasp customers, understand their needs and meet those criteria. consumers, especially young people today.

1. Theoretical basis

1.1. Consumer behavior

According to Philip Kotler, "Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, and experiences to satisfy their needs and wants. Surname".

According to David L. Loudon and Albert J. Della Bitta, "Consumer behavior is defined as the decision-making process and actual actions of individuals when evaluating, purchasing, using or disposing of products. goods and services".

According to Peter D. Bennett: "Consumer shopping behavior is the behavior that consumers demonstrate in searching for, buying, using, and evaluating products and services that they expect will satisfy their needs. their individuality".

Similarly, in the view of Leon G. Schiffman and Leslie Lazar Kanuk, "Consumer behavior is all of the actions that consumers exhibit in the process of exchanging products, including: investigating, purchasing, using, evaluating and disposing of products and services to satisfy their needs".

According to Charles W. Lamb, Joseph F. Hair and Carl McDaniel (2000), consumer behavior is a process that describes how consumers make decisions about choosing and rejecting a product or service.

Thus, it can be understood that consumer behavior is the process by which consumers consider, evaluate, choose, decide to buy or discard products and services that they have previously considered, to find out what type of product or service they have purchased. product or service that satisfies your needs.

2.2. Decision to buy

According to Philip Kotler: "Buying decisions include a series of options, product selection, brand selection, dealer selection, purchase timing, and purchase quantity."

According to All Business Network: "Buying decisions are a series of decisions that begin when the consumer has established a readiness to buy. The consumer must then decide where to make the purchase, how much to spend and what payment method to use. Marketers attempt to influence individual decisions by providing information that can shape

consumer evaluation processes."

The buying decision process describes the stages a buyer goes through in choosing a product or service to purchase.

Thus, it can be understood that the buying decision is a process of consumer behavior, this process includes many activities such as choosing products and services, choosing brands, choosing places to buy, purchasing levels, and prices, which can be purchased at any time.

2.3. Consumer behavior model

People have practiced "Marketing" a long time ago but did not understand this concept clearly, they promoted their products by word of mouth introductions, advertisements, and advancements rather than advertising flyers. posted on the side of the road or given to others. Through the change of time, competition between traders and businesses becomes more and more fierce, so a marketer must always learn about the needs and buying trends of consumers. Put yourself in the position of consumers to describe their purchasing behavior, thereby coming up with strategies to conquer and attract customers. Because of that importance, researching consumer behavior is extremely necessary for a marketer in particular and a business person in general.

Marketing stimuli include: product, price, location, promotion and other stimuli such as economic, technological, political, and cultural. These stimuli will impact the buyer's characteristics, which will then impact the consumer's purchasing decision. Cultural, social, and personal psychological factors directly affect consumer choices and decision making. The decision-making process is a complex process for consumers. Factors such as problem perception, evaluation, etc. will impact consumers' purchasing decisions. Understanding these factors will help administrators, marketers or companies and businesses know the process and perceptions of consumers. After understanding those points, it will be an opportunity for companies and businesses to come up with strategies that suit customers' tastes and provide information and products that address those tastes, making it easier for consumers to Make purchasing decisions about your company's products.

2.4. Factors affecting consumer choice

According to the American Marketing Association, consumer behavior is the thoughts, feelings and actions that customers take during the consumption process. Factors such as: opinions from other consumers, advertising, information about price, packaging, product appearance... can all affect customers' feelings, thoughts and shopping behavior. .

Consumer shopping is strongly influenced by cultural, social, personal and psychological factors. For managers, these factors are uncontrollable, but they need to be carefully analyzed and their effects on shopper behavior considered.

In summary, there are usually 4 important factors affecting consumer choice as follows: cultural factors, social factors, personal factors, and psychological factors.

Cultural factors

Culture: Cultural factors are important and also the most basic factors affecting an individual's choice or buying behavior. Each country will have a different culture, so whether a product is suitable for that country's culture or not will bring success or failure to that product.

Specific culture: each culture contains small groups or

specific cultures, which create unique characteristics and levels of social integration for those members. Specific cultural groups include ethnic groups, races, religions, beliefs, and geographical regions.

Social class: Social classes are relatively homogeneous and durable strata in a society, arranged in an order and members of those hierarchies all share the same values and relationships. Similar interests and behavior. Product selection or purchasing behavior is also influenced by social class, as high-class people with higher and more stable incomes will choose more expensive goods than lower-class consumers. Lower.

Social factors

Family: from parents or a relative in the family who has the ability to refer and greatly influence the choice to buy a product. Consumers will be influenced by parental orientation and family cultural factors. When consumers have a family of their own, they are influenced by their spouse or children. At the same time, financial factors in the family also contribute to influencing consumers' choices and purchasing behavior.

Status: each person in society has a different status role and that role has certain impacts on consumer behavior. They often decide to buy products that reflect their status.

Personal factors

Age: according to each stage of life, people have different interests, needs and consumption behaviors. For example: young people like to use smartphones with powerful configuration, fashionable appearance, with many features, middle-aged and older people need smartphones that do not focus too much on configuration and appearance, they just need one. Phones can meet their basic needs and they prefer smartphones with high durability.

Occupation: consumer behavior also depends a lot on the occupation of each customer because their income is what governs how they use their money on something.

Economic status: considered one of the prerequisite factors for consumers to decide on consumption behavior. The higher the consumer's budget, the higher the allocation ratio for items and products. They have a longer, more diverse range of product choices if they have high income, and conversely, people with low income will have fewer choices.

Personality: each person has their own lifestyle, personality, qualities and nature. These things have a certain influence on consumers' choices and purchasing decisions.

Psychological factors

Motivation: consumers' own shopping needs will create a strong motive that forces them to find ways to satisfy their needs. At any given time, people will have needs for themselves, from urgent needs such as food, drink, rest, to needs for self-satisfaction and passion.

Perception: consumer purchasing actions are greatly influenced by perception. Under the same phenomenon, each individual will have different perceptions. For example, two students go to buy a phone together, but both of their perceptions will be different from model, price, design,

features, etc. Those perceptions lead to choices and actions. en buy different products.

Understanding: consumer behavior can change as a result of the experiences they receive from experiencing and learning about life. Through understanding, they will make the most beneficial choices for themselves. Also thanks to understanding, some people will have concepts about good products that will not be cheap, or products from famous brands will have better quality than other brands and there will also be a part with the same opinion. think the opposite. In summary, the above analysis shows the factors that affect consumer choices and behavior, helping us clearly understand and grasp consumer psychology when choosing products and intending to purchase.

Table 1: Model of factors affecting consumer behavior

Culture					
Culture	Society				
	Groups	Individual			
Specific culture	Family	Age Job	Mentality		
Social class	Position	Economy Personality	Engine Awareness Knowledge	BUYER	

Source: Compiled by the author

2.5. Smartphone

Smartphone is a concept that refers to types of mobile devices that combine mobile computing functions into one device. They are distinguished from feature phones by their more powerful hardware capabilities and extensive mobile operating systems (Android, IOS, etc.), which facilitate broader software, internet (including broadband web browsing, cellular communication, Wi-Fi network) and multimedia functions (including music, video, camera and gaming), along with core phone functions such as voice calls and text messaging. Smartphones usually contain several IC chips metal-oxide-semiconductor (MOS), including various sensors that can be leveraged by their software (such as magnetometers, proximity sensors, barometers, gyroscopes, or tachometer) and support for wireless communication protocols (such as Bluetooth, Wi-Fi, or satellite positioning). In addition, today's smartphones also need to have touch screens, storage memory and sensors to ensure users can use them as quickly and conveniently as possible.

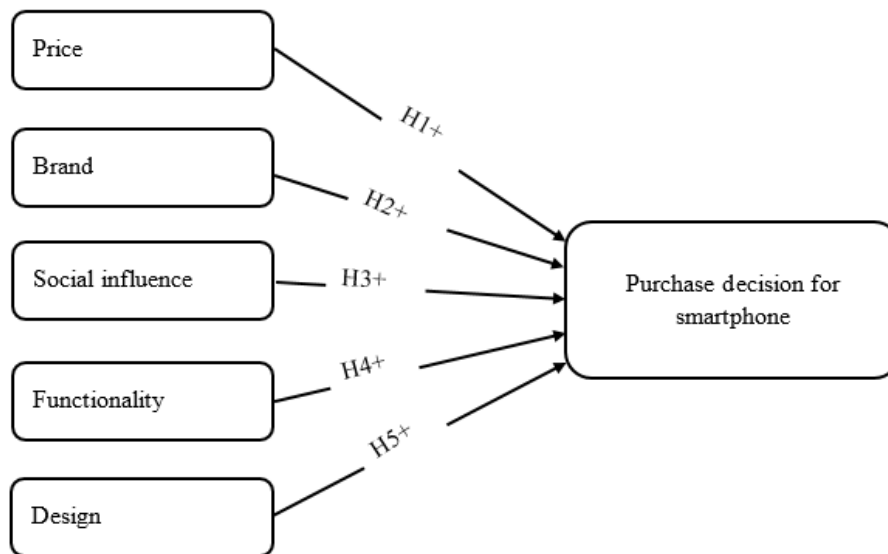
Today's smartphones are very different from the phones of the past. Compared to 5-10 years ago, the phone was just a device used to perform basic tasks such as listening and calling, texting, some very high-end phone models are equipped with additional cameras or music features but are very limited in their operational and storage capabilities. Nowadays, smartphones, in addition to meeting basic tasks like before, can also perform many more outstanding functions such as taking photos with sharpness and high image quality, listening to music, watching movies, surfing the web online. online, cloud storage, synchronization with computer devices, televisions, smarthomes, etc. In particular, it is also equipped with many security features, device recovery and countless more advanced features compared to other devices. previous phone model.

Reality**Domestic and foreign projects****Table 1:** Summary of factors affecting smartphone purchasing behavior

Domestic research topic	Research results
Research by Nguyen Van Quan and Nguyen Doan Khoi Ceremony (2020)	<ol style="list-style-type: none"> 1. Price 2. Feature 3. Convenience 4. Trademark
Research by Le Hoang Tam (2015)	<ol style="list-style-type: none"> 1. Stimulate marketing 2. Environmental stimulation 3. Recognize needs 4. Demand 5. Look for information 6. Purchase intention
Research by Le Nhan My, Le Thi My Ngan (2019)	<ol style="list-style-type: none"> 1. Price 2. Perceived quality 3. Brand loyalty 4. Marketing form 5. Word of mouth
Research by Huynh Van Man (2017)	<ol style="list-style-type: none"> 1. Product characteristics 2. Brand awareness 3. Price policy 4. Social influence 5. Refer to friends and family
Research by Nguyen Nhu Phuong Anh (2018)	<ol style="list-style-type: none"> 1. Trademark 2. Product 3. Price 4. Sales and after-sales 5. Approach

Table 2

Authors and foreign research topics	Research results
Research by Tanzila, Ali Akbar Sohail, Nazish Tanvee (2015)	<ol style="list-style-type: none"> 1. Trademark 2. Feature 3. Price 4. Society
Research by Surendra Malviya, Manminder Singh Saluya, Avijeet Singh Thakur (2013)	<ol style="list-style-type: none"> 5. Price 6. Trademark 7. Social influence <ol style="list-style-type: none"> 1. Feature
Research by Liao, Yu-Jui (2012)	<ol style="list-style-type: none"> 1. Product performance 2. Trademark 3. Design
Research by Karen Lim Lay-Lee and colleagues (2013)	<ol style="list-style-type: none"> 1. Price 2. Trademark 3. Convenient 4. Subordination 5. Price 6. Feature 4. Social influence
Research by Alexander Wollenberg and Truong Tang Thuong (2014)	<ol style="list-style-type: none"> 2. Advertisement 3. Quality 4. Price 5. Word of mouth 5. Brand identity

Proposed model

Source: Made by author

Fig 1

Proposed research model

Survey questions

1. Price

- You always research the price ranges before buying
- Price corresponds to the quality of the product
- Price suitable for your income
- Currently there are many prices suitable for students
- Price corresponds to product features

2. Brand

- You buy a smartphone of your favorite brand
- You buy a smartphone from a famous brand
- Famous brands help you feel more secure in your choice
- Brand associated with quality
- Brand represents the value of the user

3. Social factors

- You buy a newly released smartphone
- You buy a smartphone based on your family's opinion
- You buy a smartphone according to the sales consultant's information
- You buy the same smartphone your friend is using
- You buy smartphones according to the majority (following the trend)

4. Features (Functionalities)

- You buy a smartphone with features that suit your needs
- You buy a smartphone with many new features
- You pay attention to products with many features
- Smartphone features greatly support your work
- Compatibility of smartphones with other media

5. Design

- You buy a smartphone with an outstanding design (personality)
- You pay attention to smartphones with beautiful designs
- Smartphones with suitable designs help you be more confident

- You buy smartphones because of the large screen design
- You buy a smartphone with a variety of color designs

6. Decide to buy a smartphone

- The decision to buy this smartphone was correct
- If I buy again, I will still buy this smartphone
- In the future, I will continue to buy this smartphone
- I will recommend my friends to buy this smartphone

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