Factors Affecting the Purchase Intension of Smartphone: A Study of Young Consumers in the City of Lucknow

Dr. S. K. Kaushal

Assistant Professor
Department of Business Administration
University of Lucknow

Rakesh Kumar

Senior Research Fellow
Department of Business Administration
University of Lucknow

Abstract

Background & Objectives: The present study tries to explore the factors affecting consumer's purchase intension of Smartphone. The study also attempts to find out if there is any significant difference between the responses of male and female with respect to the factors (Relative Advantage, Dependency, Compatibility, Convenience, Product Features, Price, Brand name and Social Influence) which generally affect consumer's purchase of Smartphone.

Methods: Data was collected through a structured questionnaire which was developed from previous studies, on 7-point Likert scale. A sample of 159 respondents was selected from among the students and young professionals residing in the city of Lucknow using non-probability sampling technique. Multiple Regressions was used to find out the relationship between the above mentioned factors and purchase intension and Mann-Whitney U-test was applied to compare the responses of male and female consumers on the above factors.

Results: The study reveals that only Compatibility, Dependency and Social Influence were the factors which significantly affect the purchase intension of the Smartphone consumers. The significant difference was found in the responses of male and female only for the convenience factor.

Conclusions: There are number of the factors which affect consumer's purchase intension of smart phones but only compatibility, dependency and social influence are the factors which are responsible to motivate consumers to purchase smart phones. Generally male and female both considers all the factors equally except the convenience factor

Key Words: Smartphone, Purchase Intension, Multiple Regression, Mann Whitney U-test

Introduction

In the present ever changing technological world using smart phones have become very popular among consumers specially students and young professional because of its distinctive features which are not available in ordinary mobile phone. Mobile phones in the present time have become smarter day by day by incorporating latest technology and new features and in fact have turned in to minicomputer which one can carry in his/her pocket and can use anywhere, anytime. With Smartphone one can not only just call and send messages to other but

also can use internet easily and can connect on social media portals like Facebok, Twitter, Whatsup etc. along with audio-video facility and instant messaging. These features basically draw a demarcating line between ordinary mobile phone and Smartphone and make the use of Smart phone more easy and user-friendly and increase its utility for the consumers. According to Oxford dictionary- a Smart phone is "A mobile phone that performs many of the functions of a computer, typically having a touch screen interface, Internet access, and an operating system capable of running downloaded apps."

Smartphone Usage in India

India due to its large population is a lucrative market for the Smartphone manufacturers. There is large number of Indian and foreign companies which manufacture and sell these smart phones. The number of Smartphone users in India is rapidly growing. As per research firm e-Marketer (as reported by Times of India), India will exceed 200 million Smartphone users, topping the US as the world's second largest Smartphone market by 2016, largely on the back of growing penetration of affordable smart mobile devices. According to the newspaper Times of India a research firm IDC, has estimated that over 44 million smart phones were sold in 2013 and it would cross 80.5 million units in 2014. According to Economics Times, quoting the US-based firm's Visual Networking Index (VNI) global mobile data traffic forecast for 2014 to 2019, "In India, the number of smart phones grew 54 per cent during 2014, reaching 140 million in number and the number of smart phones will grow 4.7-fold between 2014 and 2019, reaching 651 million in number."

Literature Review:

The present study tries to find out the factors which affect consumer's intension to purchase Smartphone. According to (Moschis, 1976), "Consumer behaviour is affected by a lots of variables, ranging from personal motivations, needs, attitudes and values, personality characteristics, socio-economic and cultural background, age, sex, professional status to social influences of various kinds exerted by family, friends, colleagues and society as a whole." On reviewing the relevant literature various factors have been found which influences consumer's purchase intension while purchasing Smartphone.

Price

Price is one of the most important factor which affects consumer's choice to purchase a particular product or brand. According to Law of Demand as the price of a commodity increases the demand for the same decreases. "Price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service" (Kotler &

Armstrong, 2010). Price has been found to have a significant influence on purchase intension in many previous studies (Qun, Howe, Thai, Wen and Kheng, 2012; Lay-Yee, Kok Siew & Yin Fah, 2013; Ibrahim, Subari, Kasim & Mohammad, 2014; Anam, 2014).

Product Features

As per Lay-Yee, Kok Siew & Yin Fah, (2013) "Feature is an attribute of a product to meet the satisfaction level of consumers' needs and wants, through owning of the product, usage, and utilization of a product. Product features includes hardware and software. Hardware is the description for a device that can be touched physically. The hardware of a Smartphone is the body of the phone itself, size and weight. Colour and design are also considered as hardware as it is the physical appearance of the Smartphone. Software whereas is the general term for computer programs, procedure and documentation. The software of a Smartphone is the operating platform, storage memory, or apps that run the phone."

Relative Advantage

Relative advantage is the degree to which an innovation is perceived as better than the product it supersedes, or competing products (Tidd, 2010). The nature of an innovation determines what specific type of relative advantages is important to the people, although the potential adopter's characteristics also affect which sub dimensions made up the relative advantages (Rogers E. M., 1995).

Social Influence

Social influences means one person causes in another to make a change on his/her feelings, attitudes, thoughts and behaviour, intentionally or unintentionally (Rashotte, 2007). Consumer's decision to purchase a particular product or brand is influenced by many people whom he/ she considers important. Social influence includes the influence of media, parents and peers (Nelson and McLeod, 2005). Social Influence has been found an important factors affecting consumer's purchase in many studies (Qun, Howe, Thai, Wen and Kheng, 2012; Anam, 201; Ibrahim, Subari, Kasim & Mohammad, 2014)

Brand Name

Brand name is another important factor which affects consumer's purchase behaviour. According to the American Marketing Association, brand is defined as the "name, term, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition". Brands are more than just names and symbols. It is also the element of relationship between company and customers (Kotler and Armstrong, 2010). "Brand names are valuable assets that help correspond quality and suggest precise

knowledge structures which related to the brand"
(Srinivasan and Till, 2002). Importance of Brand name is
shaping consumer's behaviour towards Smart phones has
been recognized in the previous studies like; Lay-Yee, Kok
Siew & Yin Fah, (2013), Wollenberg & Thuong (2014) and
Malviya, Saluja & Thakur, (2013).

Convenience

Convenience in Smartphone may refer to the ability to use
the Smartphone at anytime and anywhere, without having to
port the Smartphone in a fixed workstation (Ding et al.,
2011). Technology Acceptance model (Davis, 1989, Davis
and Venkatesh, 1996) which was developed to explain who
accept new technology recognized that the intension to
accept a new technology is determined by perceived ease of
use and perceived usefulness. Perceived ease of use in this
model is a reflection of consumer's perception, to what
extent the technology is convenient and easy to use.
Previous studies such as Lay-Yee, Kok Siew & Yin Fah,
(2013), Liew (2012), Ding et al. (2011) and Suki and Suki
(2013) have found convenience to be a significant
deterministic factor which influences consumer's purchase
intension.

Dependency

Smart phone usage in daily life has immensely increased
especially after the addition of new applications called apps
which make one's job very easy. Smart phones now a days
have become an inseparable part of life. Use of Smart
Phones is not only limited to the calling and messaging,
internet connectivity rather one can perform many other
functions such as online shopping, electronic fund transfer
etc. which were not possible with ordinary mobile phone
earlier. Dependency is the strong propensity for continuous
high usage, being engaged and unwilling to be apart from it
(Ding et al., 2011). Lay-Yee, Kok Siew & Yin Fah, (2013)
found dependency to be significantly correlated with
purchase intension. Some other studies such as(Ding et al.,
2011) and Suki and Suki (2013) also found that dependency
significantly affects purchase intension.

Compatibility

Compatibility is also an important issue which influences
consumer's perception and purchase intension especially
when the product of technical nature like Smart phone.
Product compatibility is a unique outcome of symmetric
perfect and firm should decide whether to make their
product compatible before competing in prices (Farrell &
Saloner, 1985). Qun, Howe, Thai, Wen and Kheng (2012)
examined the impact of compatibility on purchase intension
and found that compatibility significantly affects
consumer's purchase intension of Smart phones and together
with price and social influence explains 51.6% of total
variance. Anam (2014) also found that compatibility
significantly affects purchase intension.

Proposed Theoretical Framework

Based on the literature review following theoretical
framework has been proposed for the present study. There
are eight independent factors (Relative Advantage,
Dependency, Compatibility, Convenience, Product
Features, Price, Brand name and Social Influence) which
influences the independent variable (Purchase Intension)
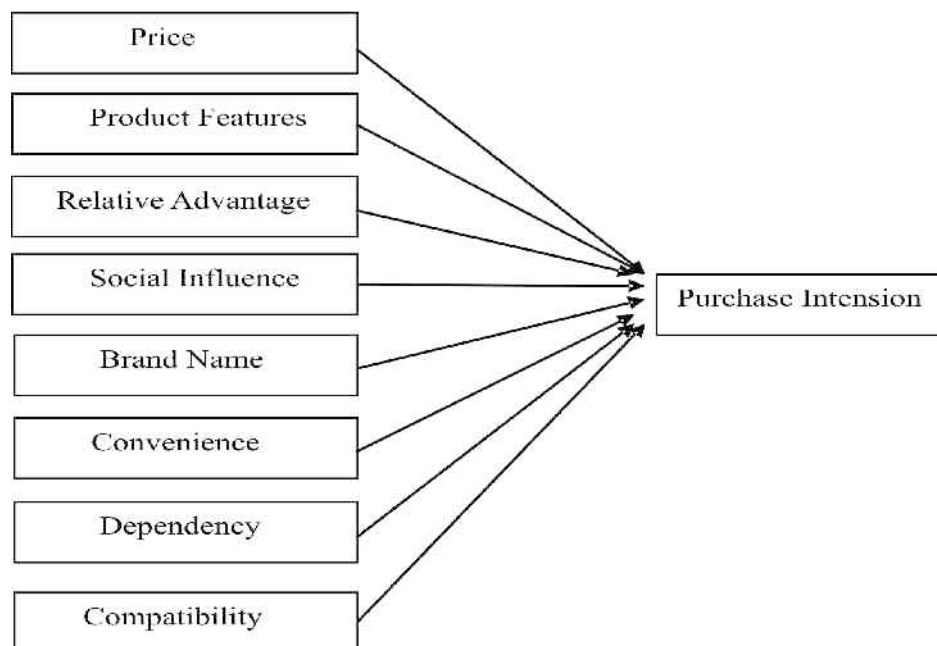
Objectives:

The present study tries to achieve following objectives

1.   To explore the factors affecting consumer's purchase intension of Smart phones.

2.   To find out if there is any significant difference between the male and female consumers in their   response towards the factors affecting consumer's S m a r t p h o n e purchase.

Hypothesis:

Based on the literature review following hypotheses have been developed for the current study:

H1.1:   Price affects consumer's purchase intension.

H1.2:   Product features affects consumer's purchase intension.

H1.3:   Relative advantage affects consumer's purchase intension

H1.4:   Convenience affects consumer's purchase intension

H1.5:   Compatibility has an influence on purchase intension

H1.6:   Brand Name affects consumer's purchase intension

H1.7:   Social Influence, affects consumer's purchase intension

H1.8:   Dependency influences consumer's purchase intension

H2.1:   there is significant difference between the responses of male and female consumers with respect to product features

H2.2:   there is significant difference between the responses of male and female consumers with respect to price

H2.3:   there is significant difference between the responses of male and female consumers with respect to Brand Name

H2.4:   there is significant difference between the responses of male and female consumers with respect to Social influence

H2.5:   there is significant difference between the responses of male and female consumers with respect to relative advantage

H2.6:   there is significant difference between the responses of male and female consumers w i t h

respect to convenience

H2.7:   there is significant difference between the responses of male and female consumers with respect to dependency

H2.8:   there is significant difference between the responses of male and female consumers with respect to compatibility

Research Methodology:

The present study was carried out using a structured questionnaire having 39 statements regarding the factors affecting consumer purchase of Smartphone and purchase intension along with the demographic information of the respondents. A 7-point Likert scale was used to elicit more precise response of the consumers. The questionnaire was developed using previous scales (table 3). A sample of 159 respondents was chosen using non probability convenience sampling method from among the students and young consumers living in the city of Lucknow, the capital of largest state of India (i.e. Uttar Pradesh). Multiple Regression Analysis(with enter method) was used to analyse the relationship between dependent variables (factors) and independent variable (purchase intension) and Non parametric Mann Whitney U test was used to compare the male and female responses towards the above mentioned factors and purchase intension. Also Chronbach's alpha was calculated to check the reliability of the given data set. The data was statistically analysed using SPSS version 20.

Data Analysis and Interpretation:

Demographic Profile of the Respondents

Refer Table – 4:

Out of total 159 respondents, 59.1% are male and 40.9% are female which implies that the selected sample is sufficiently representative of both male and female. Majority of the respondents are young [below 20 years (22%), 20 – 30 years (73.6%) and rest are more than 30 years] reason being most of the respondents are students (91.8%). Majority of the respondents are either graduate (26.4%) or postgraduate (55.3%) and rest belongs to other categories. The above profile shows that the selected sample is basically representative of young consumers (students and young professionals). The sample includes both male and female respondents almost in equal proportionate.

Reliability

Refer Table – 5:

Reliability is the extent to which a variable is consistent in

what it is intended to measure. If multiple measurements are taken the reliable measures will all be consistent in their values (Hair et al., 2010). Chronbach's Alpha is the measure of the construct reliability and generally Alpha value greater than 0.7 is considered to be good (Hair et al., 2010), but Alpha value greater than 0.6 is also considered as satisfactory (Malhotra 2010). The table 5 shows the Chronbach's Alpha value for each construct is greater than satisfactory level 0.6 except price which is very close to 0.6 hence can be accepted.

Multiple Regression Results

Multiple regression analysis is a statistical technique that can be used to analyze the relationship between a single dependent (criterion) variable and several independent (predictor) variables (Hair et al. 2010). Table- 6 (Model Summery) shows that all the independent variables altogether explain 37.2% of the total variance in the purchase intension. Table- 7 (ANOVA) shows that the given model is significant ($p < 0.05$) i.e. the regression model which the researcher is trying to fit on the given data set to establish the relationship between dependent variable (8 factors) and independent variable (purchase intension) is statistically significant. Durbin-Watson statistics (2.296) shows that the value is within the acceptable limit (1-3), Durbin and Watson (1951). Also VIF values (table 8) for all the independent variable are below the threshold value 10 as suggested by Bowerman & O'Connell (1990) and Myers (1990), therefore the data is free from the problem of multicollinearity. The coefficient table (table - 8) gives the standardized () and un-standardized value (B) for each independent variable along with the t-test values with corresponding p- value. The table confirms that only compatibility, dependency and social influence are the significant factors which affect the consumer's purchase intension. Therefore the regression line can be represented as:

Purchase Intension = 1.044 + 0.289(Compatibility) + 0.180(Dependency) + 0.183(Social Influence)

Mann Whitney Test

In order to test the difference of responses given by male and female respondents on the earlier mentioned factors Mann Whitney test (a non parametric counterpart of t-test) was applied as the data was not found to be normal (Table 9). Results of Mann Whitney test (table-10) shows that male and female consumer's response was found to be significantly different only for convenience factor (p value < 0.05).

Results and Discussions

The results as reported in the table- 11, shows that out of total eight independent factors, only compatibility, social influence and dependency have statistically significant influence on consumer's purchase intension of Smart Phone. Compatibility was found to be significant factor affecting purchase intension which support previous study Qun, Howe, Thai, Wen and Kheng (2012). Social influence was reported as significant factor by many previous studies like - Qun, Howe, Thai, Wen and Kheng (2012); Ding et al. (2011); Suki and Suki, (2013); Malviya, Saluja & Thakur, (2013); Anam (2014); Ibrahim, Subari, Kasim & Mohammad (2014), which is supported by the present study. The present study has found dependency, a significant factor influencing purchase intension which supports the study conducted by Lay-Yee, Kok Siew & Yin Fah, (2013). The results also reveal that the response of male and female consumers is statistically different only for the convenience factor, on rest of the factors both male and female consumers have responded in similar manner.

Conclusions:

In present time when technology is changing rapidly, mobile phone is not just a device which is used for calling and messaging rather it is now called as Smart phone because of its increasing use in day today life. It has become very difficult to imagine life without Smartphone. The present study has explored that there are eight major factors- price, product features, relative advantage, convenience, compatibility, social influence, dependency and brand name which influence consumer intension to purchase Smart phone. However only social influence, compatibility and dependency were found to be significantly influencing purchase intension of the Smart Phone consumers. Though rest of the factors are also important but these three factors are major reason why a consumer wants to purchase Smart Phone.

Limitations:

Like any other research study the present study is also not free from limitations. For the present study a sample of 159 respondents was taken, though the given sample is sufficiently large for the study still a bigger sample could lead better results. Due to time, budget and other limitations a non probability convenience sampling was used to collect the data therefore the data may or may not be fully representative of the given population which may affects the generalisibilty of the results of the study.

Direction for Future Research

The present study revealed that 8 factors (Relative Advantage, dependency, Compatibility, convenience, Product Features, price, Brand name and social Influence)

altogether explains 37.2% of the total variance of the purchase intension. Though the literature was extensively reviewed for the present study but still there is scope to review the literature more extensively and explore more factors which may explain the variance in the dependent variable (purchase intension) to a better extent. The study was conducted on the respondents living the city of Lucknow only, India being a diverse country in terms culture, traditions, languages, food habits etc. , the results of the study can't be generalised for the entire India therefore it is imperative to conduct such type of study in other parts of the country as well.

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Appendix

Table 1: Operational Definition of the Constructs

Construct	Definition	Source
Product Features	A feature is an attribute of a product that to meet with the satisfaction level of consumers' needs and wants through the owning of the product, usage, and utilization of a product	(Kotler et.al. 2007)
Price	Price can play a role as a monetary value whereby the consumers to trade it with the services or products that were being sold by the sellers.	Nagle and Holden (2002)
Social Influence	Social influences means one person causes in another to make a change o n his/her feelings, attitudes, thoughts and Social behaviour, intentionally or unintentionally	(Rashotte, 2007).
Brand Name	Brand names are the valuable assets that help correspond quality and suggest precise knowledge structures which are related to the brand	(Srinivasan and Till, 2002)
Relative Advantage	Relative advantage is the degree to which an innovation is perceived as better than the product it supersedes, or competing products.	(Tidd, 2010)
Dependency	Dependency is the strong propensity for co ntinuous high usage, being engaged and unwilling to be apart from it.	(Ding et al., 2011).
Convenience	Convenience in Smartphone may refer to the ability to use the Smartphone at anytime and anywhere, without having to port the Smartphone in a fixed workstation	(Ding et al., 2011).
Compatibility	Company needs to find some way to fit the past experiences and the needs of the potential adopters to fulfil and satisfy customer needs	Qun, Howe, Thai, Wen and Kheng (2012)
Purchase Intension	Purchase intention can be defined as an advance plan to purchase certain good or service in the future, this plan may not always lead to implementation, because it is affected by ability to perform	(Warshaw & Davis, 1985)

Table:2 Summary of Previous Research Studies

S.N.	Author(s)	Place	Factors identified	Statistical Techniques Used	Results
1	Sujata et al. (2015)	India	Price, Brand Image, Functional Values & Basic Factors, Technology Factors, Relative Advantage and Subjective Norms	N/A	Coceptual framework was developed based on Fishbein & Azjen's Theory of Reasoned Action (TRA) and Azjen's Theory of Planned Behaviour (TPB)
2	Anam (2014)	Surakarta	Social Influence, Compatibility and Price	Multiple Regression	Social influence, compatibility and price had significant relationship with purchase intension, explaining 79.2% of the total variance
3	Ibrahim, Subari, Kasim & Mohammad (2014)	Malaysia	Relative Advantage, Compatibility, Social Influence and Price	Multiple Regression	Only social influence was found to significantly influencing purchase intension, explaining 26.4% of the total variance
4	Naing & Chaipoopirutana (2014)	Myanmar	Perceived quality, Emotional Values, consumer uncertainty, product image, consumer aspiration and attitude towards product	Karl-Pearson Correlation	All the variables were found to be significantly correlated with purchase intension
5	Falayi & Adedokun (2014)	Nigeria	Price of Smartphone, Students' allowance, Students' Perception, Smartphone design and features	Karl-Pearson Correlation	Correlation results shows that price, student's perception and smart phone design and majority of features (operating system, email client, social media connectivity, keyboard & touch screen, size & weight) were significantly correlated with demand.

6	Wollenberg & Thuong (2014)	Vietnam	Advertising, Perceived quality, Price, Word of mouth, Brand perception	Karl-Pearson Correlation	Advertising, perceived quality, price, word of mouth and brand perception were found to be significantly correlated with consumer's choice.
7	Malviya, Saluja & Thakur, (2013),	India(Indore)	price, brand name, social influence and product features	Confirmatory Factor analysis and Chi-square	Brand name, social influence and product features were found to be dominant factors
8	Lay-Yee, Kok Siew & Yin Fah, (2013)	Malaysia	Brand Concern, Convenience Concern, Dependency Concern, Price Concern, Product Feature Concern, Social Influence Concern	Karl-Pearson Correlation	Brand concern, convenience concern, dependency concern, price concern, product feature concern and social influence were found to be significantly correlated with purchase decisions.
9	Suki and Suki, (2013)	Malaysia	convenience, social needs, social influence and dependency	Structural Equation Modelling	Convenience, social needs, social influence influences dependency. A strong relationship also existed between students' dependency on Smartphone and their purchase behaviour
10	Qun, Howe, Thai, Wen and Kheng (2012)	Malaysia	social influence, relative advantage, compatibility and price	Multiple Regression	Price, compatibility and social influence were found to have a significant impact on purchase intension, explaining together 51.6% of the total variance of purchase intension
11	Chow, Chen, Yeow and Wong (2012)	Malaysia	product features, social influence, price and brand name	N/A	Conceptual framework was developed

| 12 | Liew (2012) | Malaysia | Entertainment, social influence(descriptive norms & social norms), social need convenience (portability and time utilization)and dependency | Multiple Regression | Only Social need and subjective norms significantly influences dependency on Smartphone and dependency in turn influences purchase behaviour |
| 13 | Das (2012) | India (Balasore) | Advertisement, Wide variety of usage, Low maintenance cost, newly added features, Price discount and free accessories, age, level of education, occupation, geographical area and annual family income | Karl-Pearson Correlation | Consumers agreed that Advertisement, Wide variety of usage, Low maintenance cost, newly added features, Price discount and free accessories were the factors which sufficiently influence their purchase decisions. |

Table 3

Description	Source
Relative Advantage Smart Phones are more convenient, reliable and useful than normal mobile phones	Brown I. , Cajee, Davies, & Stroebel, (2003); Holak & Lehmann (1990)
Smart phones are more fashionable, stylish and trendy	Yang (2005)
The price/quality relationship is acceptable in Smartphone, as I can enjoy other free services (e.g. e-mail, voice-mail, MSN & Skype, word processor) anywhere I want.	Holak & Lehmann (1990); Yiu, Grant, & Edgar (2007)
Smartphone has good integration of wide range of functions and services.	Yiu, Grant, & Edgar (2007)
Smartphone bigger screen and full keyboard make different functions easier to use.	Gourville (2006)
Convenience Smart phones makes me accomplish my tasks more quickly Smart phones save time in doing work I prefer to carry a Smart phone than a laptop Having Smart phones means having phone and computer both	Lay-Yee, Kok Siew & Yin Fah, (2013)
Dependency Smart phone usage in my daily life is quite high I use Smart phones for my work and study I can't do anything in my work and study without Smart phone	Lay-Yee, Kok Siew & Yin Fah, (2013)

Compatibility Smartphone is compatible and fit with my needs. Smartphone is compatible and fit with my lifestyle / working style. Smartphone fit with my habits of using cell phones Smartphone is a good complement to the traditional mobile phones for me Smartphone can fulfil my want and needs in current life	Holak& Lehmann 1990); Yang (2005) Brown I., Cajee, Davies & Stroebel (2003) Monk, Hassenzahl, Blythe & Reed (2002) He, Duan, Fu, & Li (2006) He, Duan, Fu, & Li (2006)
Social Influence Friends and family are very helpful to me in making decision of buying Smartphone Friends and family give me valuable advice when I buying a Smartphone I trust my friends and family about their opinions and ad vices of Smartphone I will purchase a Smartphone because my friends and family recommend to me	Isen (2011) Denise E., (2005) Nihal (2011) Walczuch (2004)
Product Features I like Smartphone's design. Smartphone has more applications than basic hand phone. Smartphone provide high quality of games. Smartphone's internet accessibility is speedier than basic hand phone. I use Smartphone due to its operation system (Apple iPhone, RIM Blackberry, Google Android or others).	Market Analysis and Consumer Research Organization (MACRO) Lay-Yee, Kok Siew & Yin Fah, (2013)
Brand Name I prefer to buy an international recognized Smartphone I prefer to buy a trustworthy brand of Smartphone. I will only buy my favourite brand of Smartphone Brand name is a major factor that will influence my decision towards buying a Smartphone	Rio,Vazquez, and Iglesias , (2001)
Purchase Intensions I intend to purchase Smartphone in the near future I search for information about Smartphone from time to time. I always talk about Smartphone with my friends Purchasing of Smartphone is beneficial for my daily life. I willing recommend my friend to buy Smartphone.	Ling (2011) Tom & Kristin (2005) Hyuk Jun & Margaret A, (2008) Rodoula (2005) Ching-Fu & Yu-Ying (2008)

Source: Lay-Yee, Kok Siew & Yin Fah, (2013) ; Qun, Howe, Thai, Wen and Kheng (2012) and Chow, Chen, Yeow and Wong (2012)

Table4: Demographic Details of the Respondents

Variable Name	Category	Frequency	% of the total sample
Gender	Male	94	59.1
	Female	65	40.9
Age (in years)	Below 20	35	22
	20 – 25	91	57.2
	25 – 30	26	16.4
	30 – 35	06	3.8
	35 – 40	1	0.6
	Above 40	0	0
Occupation	Self employed	4	2.5
	Job	4	2.5
	Student	146	91.8
	Unemployed	5	3.1
Education	Below 12th	3	1.9
	Graduation	42	26.4
	P. G.	88	55.3
	Other	26	16.4
Income	None	64	40.3
	Below 20K	30	18.9
	20 K – 40 K	35	22
	40 K – 60 K	17	10.7
	Above 60 K	13	8.2

Table5: Reliability

Variables	No of Items	Chronbach's Alpha
Relative Advantage	5	0.797
Convenience	4	0.739
Dependency	3	0.606
Compatibility	5	0.814
Social Influence	4	0.817
Product Features	5	0.777
Brand Name	4	0.714
Price	4	0.573
Purchase Intension	5	0.714

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.636[a]	.404	.372	.87090	2.296

a. Predictors: (Constant), Price, Social_influence, Dependency, Relative_Advantage, Brand_name, Convenience, Comptability, Product_features

Table 7: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	77.149	8	9.644	12.715	.000
	Residual	113.770	150	.758		
	Total	190.920	158			

a. Dependent Variable: PI

b. Predictors: (Constant), Price, Social_influence, Dependency, Relative_Advantage, Brand_name, Convenience, Comptability, Product_features

Table 8

	Coefficients[a]							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.044	.506		2.062	.041		
	Relative_Advantage	-.131	.106	-.121	-1.237	.218	.417	2.398
	Convenience	.123	.085	.132	1.444	.151	.473	2.115
	Dependency	.180	.069	.208	2.615	.010	.629	1.591
	Comptability	.289	.101	.283	2.868	.005	.407	2.455
	Social_influence	.183	.060	.216	3.039	.003	.789	1.268
	Product_features	.050	.090	.055	.550	.583	.398	2.512
	Brand_name	-.016	.086	-.016	-.182	.856	.513	1.949
	Price	.121	.088	.106	1.369	.173	.663	1.508

a. Dependent Variable: PI

Table 9: Tests of Normality

	GENDER	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Relative_Advantage	M	0.188	94	0.000	0.819	94	0.000
	F	0.188	65	0.000	0.849	65	0.000
Convenience	M	0.084	94	0.099	0.936	94	0.000
	F	0.192	65	0.000	0.88	65	0.000
Dependency	M	0.093	94	0.042	0.982	94	0.218
	F	0.114	65	0.034	0.955	65	0.019
Comptability	M	0.129	94	0.001	0.948	94	0.001
	F	0.205	65	0.000	0.872	65	0.000
Social_influence	M	0.126	94	0.001	0.966	94	0.015
	F	0.111	65	0.046	0.981	65	0.436
Product_features	M	0.193	94	0.000	0.847	94	0.000
	F	0.175	65	0.000	0.899	65	0.000
Brand_name	M	0.125	94	0.001	0.905	94	0.000
	F	0.139	65	0.003	0.946	65	0.007
PI	M	0.111	94	0.006	0.95	94	0.001
	F	0.132	65	0.007	0.963	65	0.048
Price	M	0.101	94	0.020	0.962	94	0.008
	F	0.125	65	0.014	0.935	65	0.002

a. Lilliefors Significance Correction

Table10: Mann Whitney Test

	Mann Whitney U	Z	Asymp. Sig. (2-tailed)
Relative Advantage	3024.00	- 0.109	0.913
Convenience	2421.00	- 2.228	0.026
Dependnecy	2732.00	-1.136	0.256
Compatibility	2949.00	-0.372	0.710
Social Influence	2636.00	-1.472	0.141
Product Features	2970.00	-0.299	0.765
Brand Name	2811.00	-0.856	0.392
Price	2506	-1.931	0.053
Purchase Intension	3012.00	-0.151	0.880

Table 11: Results

Hypotheses	Results
Product features affects consumer's purchase intension.	Not Supported
Price has an influence on consumer's purchase intension.	Not Supported
Relative advantage affects consumer's purchase intension	Not Supported
Convenience affects consumer's purchase intension	Not Supported
Compatibility has an influence on purchase intension	**Supported**
Brand Name affects consumer's purchase intension	Not Supported
Social Influence, affects consumer's purchase intension	**Supported**
Dependency influences consumer's purchase intension	**Supported**
there is significant difference between the responses of male and female consumers with respect to product features	Not Supported
there is significant difference between the responses of male and female consumers with respect to price	Not Supported
there is significant difference between the responses of male and female consumers with respect to brand name	Not Supported
there is significant difference between the responses of male and female consumers with respect to relative advantage	Not Supported
there is significant difference between the responses of male and female consumers with respect to convenience	**Supported**
there is significant difference between the responses of male and female consumers with compatibility	Not Supported
there is significant difference between the responses of male and female consumers with respect to social influence	Not Supported
there is significant difference between the responses of male and female consumers with respect to dependency	Not Supported
there is significant difference between the responses of male and female consumers with respect to purchase intension	Not Supported