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Consumer choice criteria in mobile phone for young people: an empirical study

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ABSTRACT

In today's China, smartphones are more and more necessary to life as a loaf of bread, the smartphone market has high potential. The potential market push companies to improve the strategies and products for the smartphone companies, so the researchers pay more attention to the understanding of data users' needs and integrate them into the company's production. According to the ABC model in marketing, this thesis uses attractive and cognitive components to develop. This thesis let the smartphone companies understand how a product affects consumers' choice, and it uses questionnaires to figure out why consumers choose this kind of mobile phone and why do one smartphone attract consumers. It also discusses the function of a mobile phone which would attract young customers and the close relationship between brand and consumer purchase. The application of the mobile phone is changing people's communication and lifestyle. The results explain why a mobile phone brand can get consumers' purchase from four aspects including innovative features, perceived product quality, product brand, and celebrity recommendation. This study also explores the power of potential projects in the mobile phone industry.

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The Problem Identification

1.1 Introduction

In China, smartphones are more and more as necessary to life as bread. People can go out without taking money, but it will be hard to play without a smartphone. Our mobile phone is no longer defined as only a simple communication tool but has become a communication-based, integrated diverse range of functions of the smart mobile handheld terminal. The smartphone is becoming more and more powerful, and customers would like to spend more money on buying mobile phones. With the development of the mobile phone, customers are confused that what mobile phones will be and can do in the future (Turnbull, Leek and Ying, 2000). The smartphone market becomes thirsty, and it needs a new idea to improve market strategies.

Even though brand loyalty means a lot when deciding to buy a smartphone, the new smartphone companies also can use strategies to get new customers. (Qayyum and Khang, 2013). This paper is an empirical study to find out the new trend of color and functions of smartphones which would be more attractive for young customers. From this study, we can give mobile phone companies new ideas to create new functions and satisfy more customers.

Under the background of changing social and business environments, the choice of enterprises directly becomes a weapon to compete with other competitors, such as marketing strategy and innovation features. Under this premise, mobile phone manufacturers need to constantly improve their product innovation, design, marketing mode, and brand equity. With the increasing number of mobile phone brands, consumers have more choices to buy mobile phones. This also requires companies to understand the core requirements mobile phone industry of consumers' demand for mobile phones. As a new manufacturing industry, the mobile phone industry has been challenged by people's increasing demand for mobile phones. This study explores the choice of mobile phones by consumers, especially young consumers. This study uses four options, including innovative features, perceived product quality, product brand, and celebrity recommendation to uncover the core of consumers' choice of mobile phones. The thesis also shows the direction that the mobile phone industry should pay attention to in the future

1.2 Problem Statement

Understanding the real needs of consumers is an important task that every enterprise must accomplish. To emphasize the key role of consumers' needs in a company's marketing, researchers and managers need to know the real needs of consumers. With the increasing demand for mobile phones, consumers' requirements for mobile phones have become increasing. The purpose of this study is to understand consumers' real demands of mobile phones, and it can influence the production chain and investment direction of the mobile phone through the consumers' real demand, especially young consumers. This is the purpose of this paper.

1.3 Research Objectives

In this paper, we can gain information from the survey, and answer the following questions.

- (1) Which kinds of smartphone that attract young customers today?
- (2) To analyze the new trend of mobile phones. Which functions on the smartphone customers prefer?

- (3) To find out how the change of smartphone can increase sales and profit.
- (4) To give mobile phone companies new ideas to produce new kinds of smartphones and attract new customers.
- (5) To get some suggestions for the future smartphone market.

LITERATURE REVIEW

2.1 Smartphones in China

Mobile phone marketing is growing rapidly today, and this market has huge potential in China because of the large number of population and the development of e-business. (Ashraf, 2010). 15 years ago, mobile communication enables people to keep in touch at any time, almost anywhere and through handheld devices. Without the restriction of wired and mobile users, they can communicate at a speed of 60 miles (100 kilometers) per hour. The phone converts the loudspeaker's voice into radio waves until they reach the receiver near the base station. (Kumar, 2004) Today, mobile phones are also called smartphones, because they are used through people's daily life, including shopping, eating, and playing, especially after the Alipay came out. More and more researchers believe that the customers' acceptance of mobile phones is significant to the growth and sales of mobile phone companies and they would like to find out the factors influencing consumers' willingness (Kadyamatim et al., 2018). The mobile phone company managers always listen to the complaints to the customers and explain the confusion of the customers. Although consumer confusion exists in the mobile phone market, it does not have an important effect on the market (Turnbull, 2000). According to this, the directors can pay more attention to market needs.

The Internet developed so fast, so it also improves the development of the mobile phone market. The smartphone market should be one of the biggest business markets among fifty years. One of the fastest-growing technologies of our time is mobile phones. In this paper, we assume that the diffusion of mobile technology (measured by the number of active mobile accounts) follows the well-known S curve of natural growth in a competitive system. The accuracy of logistic fitting for global, European, China and GSM systems is tested. The model is used to predict the future of mobile services. According to these models, globally active mobile accounts are expected to grow from 1.7 billion in 2004 to about 2 billion in 2008, reaching a peak penetration rate of 29.2% (Bortos, 2007).

In addition to the age of potential users, growth barriers include low income and extreme poverty. Europe is an early adopter of mobile technology, leading the way in active mobile accounts. Compared with all other parts of the world, Europe has reached a peak. Almost every European country, except very young or very old people, is using mobile phones. China's mobile market is expected to exceed 500 million active accounts and may grow further, depending on the ongoing economic and social reform in the region. In the future, GSM is likely to remain the leading mobile technology as it is today. The growth process of global, European and GSM systems has almost been completed. At this stage, instability may occur before a new wave of growth emerges.

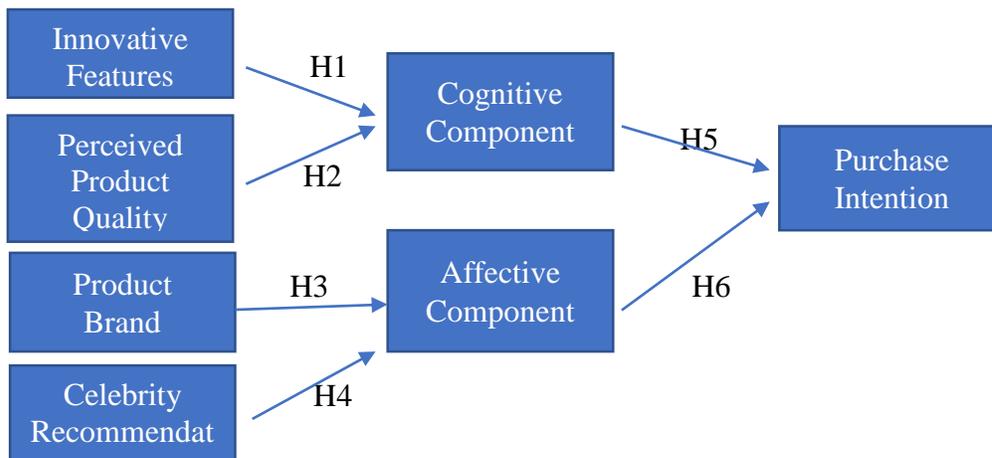
2.2 Affect, Behavior, and cognition (ABC) Model

ABC model includes affect, behavior, and cognition attitudes. Attitude can satisfy personal motivation and affect consumers' shopping and buying habits. Dr. Lars Perner (2010) only defined consumer attitudes as a combination of consumer beliefs, feelings and behavioral intentions towards certain objects in the marketing environment. Consumers can have negative or positive beliefs or feelings about products or services. Behavioral intention is defined by consumers' beliefs or feelings about a product or service (Martin *et al.*, 2000).

An affect is a person's sense of an object. Cognition is a person's belief or knowledge about the object of attitude (Dean, 2010). A customer may choose to buy one product because they really like this brand. It can be said this person buys the product because of the affective component. A person chose one product after comparing all the advantages and disadvantages. This customer decided to buy the better one. This is one example of a cognitive attitude when buying.

Both of them are different in psychology and brain: emotional needs are unconscious motivations triggered by cues mediated by dopamine system on the edge of the midbrain, while cognitive needs are clear cognitive expectations for future experience mediated by cortex system (Ahn and Rosalind, 2014).

2.3 Research Model



This thesis will discuss four aspects, including innovative features, perceive product quality, product brand, and celebrity recommendation. It would find out how these aspects influence affective and cognitive components, and it would influence the decision that whether consumers choose this smartphone finally.

In this survey, it can better understand young customers' needs and requirements of mobile phones. The marketers can better know the needs of the customers and get some new ideas of the smartphone market. Young people represent the future market for mobile phones. This study also

can respond to the new trend of young customers buying mobile phones. The marketers can get some suggestions for the future smartphone market, and then improve the market strategies in the future. There are so many smartphone companies try to give the customer a new concept of future mobile phones, so more customers are suitable for accepting the given idea instead of thinking. Most researchers (Lee, S and Lee, B,2004) try to analyze the current success of the smartphone company. However, this survey can receive ideas and feedback from the customers. There are also some shortages in the paper. The sample size is not enough, and the idea may not come true in the future.

2.4 Hypotheses

All the hypotheses are built based on the ABC model. All the theoretical and operational definitions are given as followed.

2.4.1 Innovative features variables

The technology is increasing, and customers would like to buy high technology products, especially smartphones and AI machines. A study by Liu (2002) in the Philippines showed that choices of mobile phone brands were affected by new technology features such as the function of the built-in camera, memory capacity, and so on. The researcher suggests that the trend will be not towards the smaller size of phones but phones with better capability and larger screen(Liu, 2002). 5G is coming, so the new challenges and opportunities also come out. As a focus of the 5G mobile network, the development of users is regarded as user terminals. The terminal will access different wireless technologies at the same time, and the terminal should be able to combine different traffic of different technologies(Janevski, 2009).

According to this, I get the hypothesize:

H1: Innovative features have a positive influence on Chinese young people's cognitive attitudes toward mobile phones.

2.4.2 Perceived product quality variable.

The meta-analysis shows that the quality of goods has a positive influence on brand awareness(Rao and Kent, 1989). Qualified products make a significant contribution to the long-term revenue and profitability of the company. These companies also enable to charge and maintain higher prices because of high-quality products. Perception quality is the result of the perception process. The overall judgment is based on the visible or invisible product features, which may have been experienced, or are considered to be related to the evaluated product. Products, people and locations represent the relativity and particularity of perceived quality concepts(Peter and Hans, 1995). Perceived user trust is related to perceived traffic, and both factors are related to user loyalty. Perceived traffic is considered to be the strongest factor related to user

loyalty. In this paper, it can discuss the importance of perceived product quality influence the choice of buying a smartphone for consumers (Suki,2012). I have a hypothesis:

H2: Perceived product quality has a positive influence on Chinese young people's cognitive attitudes toward mobile phones.

2.4.3 Product brand variable

In general, customers would like to buy products, because they are familiar with the product brand. When checking the brand in the consumer service settings, it is found that what is more important is the brand "meaning" that customers get from their service experience(Cretu and Brodie, 2007). Brands can influence customers' perceptions and attitudes in many ways. By studying two complementary key issues: functional dimension and relationship dimension, we can analyze the main components of this impact From a recognized point of view, functional brands believe that brands usually represent the memory of enterprises, including all investments, research activities, and process technology or innovation that enterprises make over time(Godey, et.al, 2012). In this paper, it can discuss how the brand name influences the decision of buying a smartphone for customers.

H3: Product brand has a positive influence on Chinese young people's affective attitude toward mobile phones.

2.4.4 Celebrity recommendation variable

Celebrity recommendation is using the image of a celebrity to sell a product or service, which is known as the money, fame or reputation to promote the product or service. In any society, advertising is a very important part of the business, and It's persuasive everywhere. A great of customers would like to buy products endorsed by stars who they like. The recognition of celebrity recommendation products and services has become an important part of modern advertising because the company that has found the potential to improve its financial situation will benefit from using celebrity recommendations in products(Apejoye, 2013). Research shows that celebrity endorsement is an area worthy of further study in advertising. Students would like to buy products using celebrity recommendations in advertising. advertising of star endorsement is of great significance. In this paper, it can discuss whether the sells would be improving when a product using celebrity recommendation.

H4: Celebrity recommendation has a positive influence on Chinese young people's affective attitude toward mobile phones.

2.4.5 Cognitive and affective attitudes

Image is like the sum of a person's beliefs, thoughts, and impressions about attributes(Lin, et al., 2007). An affect is a person's sense of an object. Cognition is a person's belief or knowledge about the object of attitude(Dean, 2010). Although the cognitive component is knowledge-driven, the requirement of trust assumes an incomplete knowledge state. A fully determined state of the partner's future behavior means that risk can be eliminated, while trust is redundant. However, consumer transactions involve less contract protection, and knowledge asymmetry hinders comprehensive due diligence. Therefore, the "leap of faith" is the permanent feature of consumer service consumption(Johnson, *et al.*, 2005). The essence of affective components has relied on emotions. With the deepening of emotional ties, trust in partners may exceed the scope of knowledge. This emotion-driven trust element makes the relationship less transparent to the objective risk assessment stipulated by economists(Wang, *et al.*,2006). According to this, the hypothesis is:

H5: Cognitive attitude has a positive impact on Chinese young people's purchase intentions for mobile phones.

H6: Affective attitude has a positive impact on Chinese young people's purchase intentions for mobile phones.

Marketing research can influence the sales of the products. Veronica Liljander (2000) said the companies would not be successful in the external market if they don't take good care of the internal market-customers' needs and satisfaction. Marketing professors try to research mobile phone marketing strategies, such as in Hongkong(Sun, n.d.). Sun discussed how marketing strategies can influence the sales and development of the products. This paper discusses how smartphone changing will attract new customers and keep old customers and what strategies the companies will use to make their companies bigger and bigger. The mobile phone market is different from other marketing such as TV, radio, and newspapers. Smartphones are more likely to a part of people's daily life, and most customers would like to take the smartphones everywhere they are. According to this, the requirements of smartphones are many, different, and important. Managers should pay attention to the new trend of mobile phone development. Current trends show that there are fewer consumer surveys conducted through market interception and more online and database pre-recruitment interviews. The future health of the MALL study may depend on the responsiveness of mall facility owners to existing problems and their ability to exploit the weaknesses of Internet data collection. The stability of shopping mall data collection facilities may come from choosing the best shopping malls for strong consumer research, which may be more important than ever in the future(Frost-Norton,2005).

This paper is an empirical study to find out the new trend of color and functions of smartphones which would be more attractive for young customers. From this study, we can give mobile phone companies new ideas to create new functions and satisfy more customers. We can use it to set agendas, such as watches, alarm clocks, calculators and GPS devices. It is increasingly used to read and write e-mail, surf the Internet and twitter. We also use phones to pay everywhere. But one of the most prominent applications of this mobile and ubiquitous object is the ability to take photos and record videos. These two applications are changing the way people shoot, display,

share and comment on images. By using mobile phones in different ways, we are redefining the status of mobile phones in society. A telephone is no longer just a communication device for making or receiving calls. It is rapidly transforming into a creative tool whose functions are increasing every day(David, 2010).

EMPIRICAL TEST

3.1 Sample

To explore the factors of consumers' choice of mobile phones, we use the form of questionnaires to explore the influence of consumers' choice of mobile phones. Therefore, the respondents of this questionnaire come from different age happy income real mobile phone brands in different provinces. The participating hospitals are 100%. Table 1 lists the detailed basic situation of the population by percentage. There are 59 respondents in this research, including 28 males and 31 females. Most respondents are aged from 17 to 20. From the research, we can see that most monthly expenditure of respondents is 1201-1800 RMB.

This study is an empirical study. A descriptive design is proposed in the study. In this paper, we will survey to collect information and do some interviews with the interviewee. The survey will do by young adults between 18 to 24 years old. Using descriptive design is enough to describe the propose of this study. Meanwhile, it also can explain the reasons why customers would like to choose this mobile phone.

Table 1. Demographic information of the respondents (%)

Items	Characteristics in %
Gender	Male: 47.67% Female: 52.54%
Age	Less than 17: 0% 17-20: 42.37% 21-24: 35.59% More than 24: 22.03%
Social Media Use	Wechat: 35.6% QQ: 26.4% Weibo: 48%
Monthly Expenditure	500-1,200 RMB: 6.78% 1,201-1,800 RMB: 55.93% 1,801-2,500 RMB: 3.39% 2,501-3,000 RMB: 18.64% 3,001-4,000 RMB: 11.86%

	<p>4,001-5,000RMB: 0%</p> <p>More than 5000: 3.39%</p>
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3.2 Basic Information of respondents

In this study, it still studied the ownership of current mobile phone brands of the respondents, the future smartphones the respondents want, and the duration of the smartphones. From the data, it shows that most respondents use APPLE as their current smartphone, however, most respondents would like to choose Huawei as their next smartphone.

Table 2. Basic information about the smartphones of the respondents (%)

Current Brand of Smartphone	<p>Apple:25.42%</p> <p>Huawei:10.17%</p> <p>Samsung:16.95%</p> <p>Oppo:15.24%</p> <p>Vivo:18.64%</p> <p>Xiaomi:5.08%</p> <p>Meizu:8.47%</p>
The time changing the smartphone	<p>With a year: 22.03%</p> <p>One to two year: 25.42%</p> <p>Two to three year: 25.42%</p> <p>I wouldn't change my smartphone unless it was broken: 27.12%</p>
The future brand of smartphone that respondents want to change	<p>Apple:13.56%</p> <p>Huawei:32.2%</p> <p>Samsung:6.78%</p> <p>Oppo:16.95%</p> <p>Vivo:6.78%</p> <p>Xiaomi:11.86%</p> <p>Meizu:11.86%</p>

3.3 Methodology & Measures

A sample random sampling method is proposed to be used in this research paper. The sample size would like to be equal to or more than 50 people. The online questionnaire can be used in the data collection procedure. The online questionnaire can be designed by the research data collection application. Data can be collected through QQ or WeChat, and the research collect, and design

app can handle these data and make a graph. This study will use SPSS to analyze the data and give an explanation of the conclusion.

RESULTS AND DISCUSSION

4.1 Results

4.1.1 Reliability

All the data are from the online questionnaire, which surveyed 59 responders. The reliability of the survey is high in this data. The reliability is range from 0.903 to 0.958.

Table 3. Reliability and validity of constructive measurements

Variables	Cronbach's Alpha	rho_A
Innovative features	0.941	0.958
Perceived Brand Quality	0.952	0.952
Product Brand	0.953	0.912
Celebrity Recommendation	0.955	0.895
Cognitive components	0.903	0.942
Affective components	0.958	0.899

There are all 26 questions in this research. Innovative features variables have 8 questions to discuss it. Perceived brand quality variables have 7 questions, and celebrity recommendation variables have 6 questions. There are 5 questions in the product brand, the cognitive component, and affective component variables.

4.1.2 Mean and Standard Deviation

Table 3. Mean and Standard Deviation

Variables	Mean	Standard Deviation	Variance
Innovative features	5.01	1.41	1.985
Perceived Brand Quality	4.99	1.53	2.345
Product Brand	4.90	1.63	2.671

Celebrity Recommendation	4.69	1.62	2.627
Cognitive components	5.11	1.47	2.158
Affective components	5.39	1.29	1.667

In this thesis, scale 7 is used for the questionnaire. The mean of all four aspects are larger than 4.5, so all hypothesis are positive. The innovative features variables and perceived quality have a positive influence on the cognitive components. And the celebrity recommendation and product brand have a positive influence on affective components

4.1.3 Correlation of the aspects

Here is the correlation of the SPSS text. According to the questionnaire as follows, There is no relationship between each variables.

Table 4. *Correlation Matrix*

Correlation Matrix		(1)	(2)	(3)	(4)	(5)	(6)
Innovative features	(1)	1.00					
Perceived Brand Quality	(2)	0.107	1.00				
Product Brand	(3)	-0.202	-0.064	1.00			
Celebrity Recommendation	(4)	-0.013	-0.286	0.133	1.00		
Cognitive components	(5)	-0.112	-0.018	-0.073	-0.056	1.00	
Affective components	(6)	0.058	-0.285	0.126	0.252	-0.166	1.00

4.1.4 Hypotheses testing

Based on all the analysis among the variables and indicators of accessible values, the hypotheses testing results are shown in Table 6.

Table 5. Hypotheses testing

No.	Hypothesis	Results
1	Innovative features have a positive influence on Chinese young people's cognitive attitudes toward mobile phones.	S
2	Perceived product quality has a positive influence on Chinese young people's cognitive attitudes toward mobile phones.	S
S	The product brand has a positive influence on Chinese young people's affective attitude toward mobile phones.	S
4	Celebrity recommendation has a positive influence on Chinese young people's affective attitude toward mobile phones.	S
5	Cognitive attitude has a positive impact on Chinese young people's purchase intentions for mobile phones.	S
6	Affective attitude has a positive impact on Chinese young people's purchase intentions for mobile phones.	S
Notes: S = Supported; R = Refuted		

4.2 Discussion

The purpose of this study is to explore the young people's requirements for buying the smartphone and find out the new trend of the smartphone market. The customers' cognitive and affective components can influence their purchase intention of buying smartphones. The smartphone companies should do strategies to improve their service, such as innovative features of smartphones, brand awareness, and so on to explore the real market.

CONCLUSION

5.1 Managerial Implication

The thesis uses four aspects, including innovative features, perceived product quality, product brand, and celebrity recommendation to explore the new requirements. At present, more people use mobile phones to play what, QQ, watch the news, listen to music, play games or listen to the Himalayas like the author, which has replaced the use of computers. This cognition is generally accepted by most people. Based on this cognition, can we draw the following conclusions: in the future, mobile phones can be defined as a "portable multimedia center" or "portable intelligent center"; if this definition can be agreed or recognized by everyone, can we continue to infer downward? If the concept of mobile phones is removed, only If we only consider the concept of "portable intelligent center", can there be many combinations and new designs. From the research, the data shows that more young people would like to have Huawei as their next smartphones, so the managers can focus on brand awareness and try to improve the customer satisfaction of the product. The foreign smartphone may not be the key to the smartphone market in the future.

5.2 Limitation and Future Research

The demand of consumers for multi-functional mobile phones has promoted the development of smartphones and their operating systems(Lin and Ye, 2009).The reasons that influence the customers to buy the smartphone is a lot, however, this thesis only discusses four aspects. According to this, future research can do other aspects, such as post-sale service, brand image, and so on. The number of respondents is not enough for research, so more respondents can be asked for future research. In the face of global competition and the pressure of the buyer's market, almost all companies place new product development in the prominent position of their development strategies, and market data and conclusions obtained from deep analysis of market data are important for companies to develop new products. With the continuous advancement of science and technology, the continuous development of the economy, the continuous improvement, and improvement of people's living standards, the consumer psychological desire of students and consumers have increased, and the market life cycle of goods has shortened, especially in the field of communications, the speed of cell phone replacement has accelerated. Most college students have great psychological needs for mobile phones. They pay attention to the style of the mobile phone, pay attention to the quality and function of the mobile phone, and they are also loyal fans of the brand. Student consumers are more like the new and the old, and they will be dissatisfied with the phones they own once there are more complete mobile phones. From this, we can see that mobile phone consumption has become a fashion. Student consumers are indeed a consumer group that cannot be ignored, and over time, this particular consumer group will increasingly show its huge consumption potential. The researcher can do more research on the smartphone market.

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Questionnaire

In order to further understand the market share of mobile phones, further improve the sales volume of mobile phones, and improve the company's performance. To this end, we launched an investigation into mobile phone market. The questionnaire is as follows:



Part1: Personal Data

1. What's your gender?
Male
Female

2. What's your age?
<16
17-20
21-24
24+

3. What's your monthly expenditure?
500-1200RMB
1200-1800RMB
1800-2500RMB
2500-3000RMB
3000+RMB

4. What's the brand of your mobile phone?
Apple
Huawei
Samsung
OPPO
VIVO
Xiaomi
Meizu
Other_____

5. How often do you change your smartphone?
 Within a year
 One to two years
 Two to three years
 I wouldn't change my smartphone unless it was broken.
6. If you want to change your mobile phone, which brand will you choose?
 Apple
 Huawei
 Samsung
 OPPO
 VIVO
 Xiaomi
 Meizu
 Other _____

Part 2:

1. How you think about the importance of buying a phone (1 = not at all important; 7 = extremely important)

Factor1. Innovative features	1	2	3	4	5	6	7
1. I'd like to buy the phone with new features	1	2	3	4	5	6	7
2. The innovative features of the phone have a great influence on me on deciding on buying the phone.	1	2	3	4	5	6	7
3. The function of the built-in camera of the phone is the most important to me	1	2	3	4	5	6	7
4. I am concerned about the Larger memory capacity of the phone.	1	2	3	4	5	6	7

5. I focus on the function of Audio and video recording when choosing the phone	1	2	3	4	5	6	7
6. I'd like to buy the phone with good design and styling	1	2	3	4	5	6	7
7. I am concerned about the function of Bluetooth and Infrared when buying the smartphone.	1	2	3	4	5	6	7
8. The function of Radio and MP3 of the phone decides whether I will buy this phone.	1	2	3	4	5	6	7
Factor 2: Perceived Product Quality							
9. I am concerned about the perceived quality of the smartphone when buying one.	1	2	3	4	5	6	7
10. I prefer to buy the phone which can be used for more than 3 years.	1	2	3	4	5	6	7
11. I prefer to buy a smartphone with high quality.	1	2	3	4	5	6	7
12. I'd like to buy the smartphone with good Guarantee and warranty	1	2	3	4	5	6	7
13. I will never buy the phone lacked sufficient battery life.	1	2	3	4	5	6	7

14. The smartphone with sufficient battery life makes me feel secure.	1	2	3	4	5	6	7
15. The good perceived quality of the smartphone attracts me to buy it.	1	2	3	4	5	6	7
Factor 3: Product Brand							
16. I am concerned about the brand when buying the smartphone.	1	2	3	4	5	6	7
17. I only buy the smartphone of the same brand.	1	2	3	4	5	6	7
18. I'd like to buy the smartphone of this brand because I believe the smartphones of this brand have high quality.	1	2	3	4	5	6	7
19. I'd like to buy the smartphone of this brand because I believe the smartphones of this brand can show my personality.	1	2	3	4	5	6	7
20. I only consider the brand when buying the phone.	1	2	3	4	5	6	7
Factor 4: Celebrity Recommendation							
21. I get attracted to the smartphone endorsed by a celebrity.	1	2	3	4	5	6	7

22. The presence of a celebrity of the brand helps me recognize the smartphone product.	1	2	3	4	5	6	7
23. I'd like to buy the smartphone which is endorsed by a celebrity.	1	2	3	4	5	6	7
24. I will buy the smartphone endorsed by my idol.	1	2	3	4	5	6	7
25. I'd like to buy the same smartphone as my idol.	1	2	3	4	5	6	7
26. I think the ads of smartphones having celebrities are more effective than those which don't.	1	2	3	4	5	6	7