

# **Factors affecting buyers' behavior decision of mobile phone at Jordan market**

**(Afield study)**

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## **Abstract**

This field study paper investigating the factors influence the buyers' behavior decision of mobile phone at Zarqa city. To achieve the objectives of this field study paper, 395 buyers were taken as a sample which used simple random sampling method. Primary and secondary data were examined. Furthermore, five factors i.e. price, country origins, advertising, brand name, and service after sales were chosen and analyzed by using of simple regressions analysis. Analysis shows, price factor widely found as about crucial factor which has an effect on buyers' behavior decision of mobile phone.

**Keywords:** Buyers' behavior decision, price, country origin, advertising, brand name, and services after sales, Jordan.

**JEL Codes:** D9, P36

## **Introduction**

Cellular telephone has become as an essential of everyday for people life. Due to increasing usage of developed technology for communicating, however it can be used for individual and organization. In present – day it play a main role since Cellular telephone these days are used by human being by whole levels in the world. The growths of Cellular telephone sector have been an extraordinary element for economic prosperity of both developed and under developing markets. It possesses as an essential part of the developing of information technology. Different business such as hotels sector travels agency and tourism, airlines agencies, and numerous have been affected by using of Cellular telephone positively which prosper their business .So a Cellular telephone service has become a fundamental portion of directly effect on the function of economic. (Deloitte, 2012)

## **Literature Review**

Buyers are individual and household those purchase the company's product for individual consuming (Kotler, 2004). It is used to describe two different kinds of consuming entities: the personal and organization buyer (Krishna, 2013). The activity of these buyers undertakes when gaining, consuming, and dispose of product is known as buyer behavior.

## **Price**

According to (Kotler and Keller, 2016) The Price element extremely influences buyer's behavior decision to buy products. The conception of price element reveals knowledge regarding products and gives profound meaning for the buyers. Thus, price element as significant factor in buying decision, particularly for product which is repeatedly purchased, and in turn, affect the choices of which shop, product, and brand to deal with (Faith and Agwu, 2014).

## **Country origin**

Country origins impact meaning as an independent factor of this field study should be duly understood. Buyers certainly treating 'country origins' in addition to the fineness, trademark and features of a product while buying. (Cai.y. 2002).

## **Advertising**

According to Rafique et al, 2012 mention that advertising is a tool for communicating with the target market. They are believed that culture extremely affect the buyer behavior decision because each individual have different want and desire. So we can say that advertising is like a magical tool actually advertising change the need and want of the people (Yasir Rafique, 2012).

## **Brand name**

According to Malik, Ghafoor, Iqbal, and Ali (2013) indicated that Brand name have strong advanced rule on buyer behavior decision as it's an implicit way which can change buyer behavior decision in apposite way .

## **Service after sale**

Service after sales have become an essential tool in marketing for different sectors. A rapid change of businesses environment, increasing usage of technology, fierce market competition, and increased prospect profit in services after sale has changed the direction businesses view services after sale (Muhammad et al, 2011)

## **Consumer purchasing Decision**

Buyer behavior decision is a procedure consist of sequent steps which made by buyers before and after buying a product, Pride and Ferrell (2012) mentioned that for understanding buyer behavior decision, marketing people should understand the consuming procedure and the advantage of the product in buyer perceptions. Hoffman & Bateson (2001) characterized buyer behavior decision process in five stages when consider a purchase: they are problem recognition, information search, alternatives evaluation, buying decision, and after buying.

### **Questions of the field study**

This field study paper try to answer questions such as:

- Do price factor has effect on buyers' behavior decision of mobile phone at Jordan market?
- Do country origin have effect on buyers' behavior decision of mobile phone at Jordan market?
- Do advertising has effect on buyers' behavior decision of mobile phone at Jordan market?
- Do brand name have effect ton buyers' behavior decision of mobile phone at Jordan market?
- Do service after sales effect on buyers' behavior decision of mobile phone at Jordan market?

### **Objectives of the field study**

This **field study aims** to:

- 1- Identifying the effect of price factor on buyers' behavior decision of mobile phone.
- 2- Determining effect of country origin factor on buyers' behavior decision of mobile phone.
- 3- Knowing effect of advertising factor on buyers' behavior decision of mobile phone.
- 4- Knowing effect of brand name factor on buyers' behavior decision of mobile phone.
- 5- Identifying effect of service after sale factor on buyers' behavior decision of mobile phone.

## **Framework of field study**

The design of this field study to test hypothesis on the based on literature review, the developing of this field model which made by investigator, the field study model includes factors such as (price, country origin, advertising, brand name, and service after sale), which has influence on buyer behavior decision as the independent factor, and buyers behavior decision as dependent factor. The model can be explained as follows in Figure (1)

This present field study is based on 5 hypotheses:

H1: price factor have significant effect on buyer behavior decision of mobile phone at Jordan market.

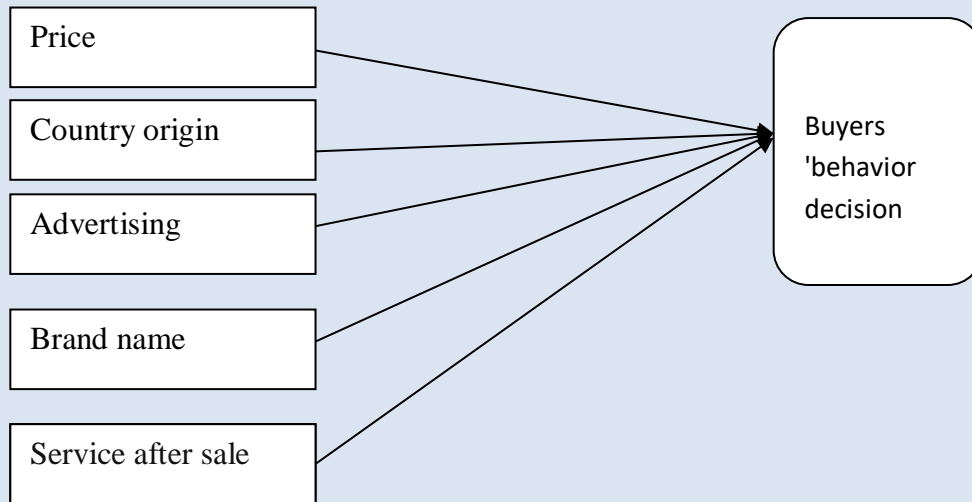
H2: Country origin have significant effect on buyers' behavior decision of mobile phone at Jordan market.

H3: advertising have significant effect on buyers' behavior decision of mobile phone at Jordan market.

H4: Brand name have significant effect on buyers' behavior decision of mobile phone at Jordan market.

H5: service after sale have significant effect on buyers' behavior decision of mobile phone at Jordan market.

## Field study model



## Methodology of field study

This part contain issues like field study design, population of the field study; sample size, sampling method, study hypothesis, questionnaires design, methods of analysis and reliability result. Questionnaires were pre-tested with 35buyers of mobile phone at Zarqa city.

This field study aims explaining to mobile phone buyers for getting feedback related to the questions, some participants suggests that few words in the questions are not easy to understand. Result of pre- testing indicates that questions are real and exact .A simple random sample has been chosen; almost common shape of sampling design in social science studies are random samples Mohr (1990) and give investigator with a reasonable data to use statistical inference techniques. This approach of sampling design is also applicable in marketing studies.

Targeted populations of this field study paper all buyers 'of mobile phone at Zarqa city. 395 questionnaires has been distributed to buyers, however; only (364) of the questionnaires returning with answers and useful for analysis in this field study paper. As stated by Sekaran (2003), 364answers are returning and treat as a reasonable number for investigator to go ahead with analysis of data.

## **Design of field study Questionnaire**

The questionnaires contains 3parts, part (1) is about – personal data of the respondents. Personal information is: education, age, gender, income and status. Part (2) of the questionnaires is about independent factors which are (price, Country origin, advertising, Brand name and Service after sale ,part(3) was regarding the dependent factor – buyers’ behavior decision 19 questions was in this part ; therefore, investigator used a Likert scale for measuring factors since the shape is openly used in both marketing and humanities Burns & Bush ( 2002). However, some investigators announce that using a 5-point shape is valid as another (Churchill and Lacobucci, 2004).

## Reliability

Factors accuracy were calculated and table (1) display result for all factors, Cronbach alpha coefficient if it is more than (0.7) that means it is accepted according to Cavana et al ., (2001 ), as we can see all factors are overall so the factors are accurate .

Table (1)

Factors	Number of Item	Cronbach Alpha
price	4	0.854
Country origin	3	0.722
advertising	3	0.784
Brand name	3	0.721
Services after sale	3	0.711
Buyers' behavior decision	3	0.738

## Finding

### Respondents' profile

Table (2) display that most of respondents are male who perform (63.1%) in this field study than female who constitute (36.9%).most of respondents belonging to the age group 38– 48 who constitute (28.8 %). regarding respondents qualifications display who had graduated constitute (34,4 %), furthermore , (32.9 %) of respondents with incomes between 492-592 JD. lastly (60.1%) of the respondents were married.

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Table (2)

Characteristics	Title	Frequency	%
Sex	Male	230	63.1%
	Female	134	36.9%
Age	18-27	95	26.1%
	28-37	101	27.7%
	38-48	105	28.8%
	Further than 49	63	17.4%
Qualification	Secondary or less	57	15.6%
	Diploma	83	22.8%
	Bachelor degree	99	27.2%
	Graduated	125	34.4%
Salary	191-289 JD	90	24.7%
	290-391 JD	69	18.9%
	392-491 JD	85	23.5%
	492-592JD and more	120	32.9%
Marital Status	Single	128	35.3%
	Married	219	60.1%
	Others	17	4.6%

Personal data result

### Simple regression

Simple regression analysis shows the contribution of every factor on dependent factor (buyers' behavior decision). Table (3) display R<sup>2</sup>value that explaining the effect and contribution.

Table (3)

Factors	R <sup>2</sup>
Price	0.282
Country origin	0.158
Advertising	0.167
Brand name	0.176
Service after sale	0.242

### Table 3 Simple regression

R<sup>2</sup> value of price factor is 0.282, its meaning price factor has an effect of 28.2% on the buyers' behavior decision, country origin R<sup>2</sup> is 0.158 meaning it has an effect of 15.8 % on buyers' behavior decision, Advertising R<sup>2</sup> is 0.167 means it has an effect of 16.7 %, Brand name R<sup>2</sup> is 0.176 means it has an effect of 17.6 %, finally Service after sale R<sup>2</sup> is 0.242 that means it has an effect of 24.2% on the buyers' behavior decision.

### Conclusion

This field study examine the factors affecting buyers' behavior decision of mobile phone at Jordan market(price, country origin, advertising, brand name, and service after sales) at Zarqa city, after collection and analysis of the data SPSS has been used , simple regression indicated that all factors have an effect on buyer behavior decision. Among the independent factors, price score the highest effect on buyer behavior decision. Upon these results the investigator recommend for cellular telephone Companies to concentrate more on price in order to reach satisfaction of buyer more as well as to motivate their buying decision.

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