

A Study on Demographics Characteristics on Purchase Intention of Smartphone

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Received on: Aug 12, 2022
Revised on : Nov 15, 2022
Accepted on: Nov 30, 2022
Published on: Dec 25, 2022

Cite this paper

Rai, B; Dahal, R.K. & Ghimire, B. (2022).
Study on Demographics Characteristics
on Purchase Intention of Smartphone.
The International research Journal of
Management Science, vol. 7 (1), pp.1 -16.

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<https://doi.org/10.3126/irjms.v7i1.50604>

Abstract

Purpose: The primary goal of the study is to find out significant differences in the purchase of smartphones by gender, between age groups, and between income and education levels. This study also examines how demographics affect Nepalese users' intentions to purchase smartphones, including gender, age groups, educational attainment, and income levels.

Design/Methodology/Approach: Deductive research approach has been used in the study. The study used a descriptive research design. This study made use of primary data. 396 Smartphone users in Kathmandu were polled using a convenient sample technique through a Five-point Likert scale questionnaire. To make a diagnosis and come to reliable results, descriptive statistical analysis, independent sample t-tests, and one-way ANOVA have been used. To examine the association between these characteristics and purchase intention, gender, age groups, educational attainment, and income levels are considered independent variables.

Findings: Therefore, it can be said that demographic parameters influence consumers' purchase intention for Smartphones. Independent sample t-test and one-way ANOVA test results reveal that there is no significant difference in purchase intention for Smartphone buying between gender, age groups, levels of education, and levels of income.

Originality/Value: Prior research studied the various factors influencing purchase intention, such as advertisement, country of origin, brand image, price, quality, reference groups, price, income, and personal characteristics. To the best of the authors' knowledge, their research is the first to study the impact of age, gender, level of education, and income on the purchase intention of smartphones buying.

Limitations/Implications: There are various factors influencing the purchase intention; among them, only demographic factors such as age, gender, level of education, and level of income are undertaken for the study. Only Smartphone products are taken in the study, and other products are excluded from the study. The study findings will be useful to Smartphone businesses to formulate marketing strategies and plans to increase consumers' purchase intention and sales of the products.

Keywords: Age Groups, Gender, Levels of Education, Levels of Income, Purchase Intention, Smartphone.

Background of the Study

Customers' purchasing patterns are crucial in how they perceive and evaluate the subject product. Price, as well as perceived quality and value, will have an impact on the reason for the purchase. In actuality, clients are impacted by internal or external prejudices during the buying process. Customers also think purchasing products with low prices, plain packaging, and uncertain quality is risky since they don't trust the products' quality (Gogoi, 2013).

Engel et al. (1995) presented the most well-known consumer decision-making model. According to this model, the consumer's decision-making process for purchases is divided into five steps: problem recognition, information search, alternative evaluation, purchasing choice, and post-purchase evaluation. Customers recently decided on a product category and specification in an essentially designed purchase, at which point labels and styles are selected in the store. Completely planned purchases happen when customers choose the brand and item before going into the store.

According to Kotler (2003), a person's behaviors and unanticipated circumstances may impact a consumer's purchase decision. Forecasting consumer behavior can benefit from considering customer purchasing intent as a general inclination for a product (Fishbein & Ajzen, 1975). Zeithaml (1988) employed the buying likelihood intended for purchase and evaluated for purchase as calculating items to ascertain the consumer's intention to buy.

People's actions are significantly influenced by their purpose in purchasing. The term "buy intention," which comes from the word "intention," is most frequently used to indicate how customers plan to continue with a purchase. Consumer buying intent can be defined as "the consumer's self-instruction to acquire the brand" (Rossiter & Percy, 1998).

Some analysts claim that our buying intentions are simply "what we anticipate we will buy" (Park & Chen, 2002). A customer's purchasing intention also shows how devoted they are to a certain brand. Other researchers hypothesized that age, gender, career, and education affected purchasing intention (Lee & Johnson, 2007). Another illustration shows how certain product attributes, consumer perceptions, and country of origin all affect customers' intentions to make purchases (Chew et al., 2012). The decision to act or physiological response that reflects a person's behavior concerning a product is another example of purchase intent (Wang et al. 2008).

While Summers et al. (2006) claimed that gender had no bearing on the consumer's buying intention, Mo and Wong (2012) contend that gender influences purchase intention. Straughan and Robert (1999) detected a significant difference in buy intention based on the level of education, in contrast to Laroche et al. (2001), who reported no significant variation in buy intention depending on the degree of education.

Purchase intentions are a tendency to identify with the product personally (Bagozzi & Yi, 1988). The distinction between intents and attitudes is that although attitudes are quick assessments, intentions represent people's impulses in the sense of their conscious plan to attempt to carry out the behavior. The buyer's activities are referred to as purchase intentions after consideration and evaluation of the product. Behavior is a crucial predictor for predicting consumers' subjective intents and purchasing activities (Keller 2001).

Despite the fact that Fogg et al. (2001) discovered that consumers with higher incomes prefer to engage in more transactions with online retailers, Jain and Sharma (2012) found no evidence of a substantial difference between views about brands among various income categories. Age is a deciding factor in when people buy things, according to Kurtz and Boone (2006), and younger consumers exhibit distinct buying habits from older ones. Regarding the impact of demographic factors on purchase intention, there are conflicting findings from various researchers using open-ended questions. Therefore, the study might reduce these gaps in our understanding of purchase intention theory at the moment. As of right now, research has yet to be done on purchasing intentions based on these four demographic factors.

Literature Review

The term "literature review" describes the analysis of prior writings on related topics that have been published by others. Here, the researcher looked over other publications that discussed buying intentions and other demographic factors, including age, gender, education level, and income level.

Age

A frequent factor in market segmentation is age (Hawkins et al., 2007). Age is typically paired with other demographic factors, such as gender, wealth, and race when examining consumer behavior (Kim & Kim 2004). According to Kurtz and Boone (2006), age influences when to purchase a car. They found that young customers of various ages display distinctive behaviors when selecting a particular model and that a consumer as young as 19 may behave differently than one as old as 25. For example, some young consumers pay greater attention to product labels than other young consumers.

Demographic factors like age, gender, income level, race, education level, and others affect purchasing intention, according to Daneshvary and Shower (2000). They discovered that younger consumers have a more significant influence on their buying preferences. Maybe younger people are more open to new experiences and less price sensitive. Therefore, they will make an effort to make easier decisions and prepare to swap items.

Age will have less of an impact on Malaysian purchasers' intentions to make purchases, claim Summers et al. in 2006. Consumers between the ages of 17 and 21 are, therefore, more likely to impact future purchasing intentions. Additionally, they found that a number of respondents agreed that age-related factors affected their decision to buy leather clothes. Age disparities, according to Khan et al. (2012), have a small influence on customers' purchase intentions for particular products. According to Mo and Wong's (2012) contention, consumers who are interested in purchasing cars are impacted by age. This study found that younger, lower-income consumers are more likely than older, higher-income consumers to buy a car. Customers that are younger are more likely than elderly customers to buy an automobile.

Jain and Sharma (2012) conducted more research along similar lines, making the case that customers of various age groups have various attitudes about brands and the intention to buy various fast-moving commodities. A second study by Madahi and Sukati (2012) found that younger consumers have a higher impact on purchase intentions for consumer-label products. Customers' intent to purchase changes more significant as they become older. Karbala and Harimukti (2012) carried out similar research and found that age groups of people have an impact on their propensity to buy goods from the Toimoi shop. The age of the typical household private-label consumer is likely a factor that affects the susceptibility of

private-label businesses. Older customers frequently have more retail experience than you do. Elderly consumers could have their own complex decision-making processes, whereas younger consumers may select a brand using simple heuristics (Richardson et al., 1996). Private-label brands seem to be more commonplace among older consumers.

Younger consumers are less likely than older consumers to be willing to pay higher costs for national brands, which shows that customers' ages have a significant influence on their brand loyalty, according to Cole and Balsubramanian (1993). On the other hand, younger buyers may be less accustomed to private-label goods and more concerned with their image. In the end, younger consumers could be more willing to spend their money on home-brand products (Sethuraman & Cole, 1999). The findings of Lii and Hung (2003) showed that customers' intentions to purchase store brands were unaffected by the age variable. As a result, it is unclear how age influences store branding.

Gender

Another demographic component that has been considered in order to determine how it influences on purchasing decisions of the customer regarding product categories is gender. According to a study, women are more impacted by restaurant music than men are (Wilson, 2003). In a similar vein, numerous studies have revealed that men take more significant risks than women and depend more on themselves when making judgments about purchases (Akhter, 2003).

Compared to men as housewives, women are more worried about particular product categories that are directly related to the home and the product quality. Name, brands, and price thus influence consumers' purchase intentions (Ahasanul et al., 2006). Gender and income had an impact on their attitude to forecast consumer buying intent, according to Ang et al. (2001). Particularly men and people with lesser incomes have a significant predisposition to buy pirated products.

According to Daneshvary and Schower (2000), demographic elements, including gender, were related to consumer demand. In the study, they also discovered that the desire to buy is influenced. As housewives, female customers are more worried about the quality of the items than male customers are about specific types of goods that are directly tied to the home. Gender influences purchasing intentions positively, and gender influences purchasing intentions more significantly. According to Summers et al. (2006), gender has no bearing on the consumer's choice of products. The goal of transactions between male and female clients is comparable. According to Mo and Wong (2012), the gender of a customer's buying behavior affects their profitability. Therefore, gender affects people's motivations to make purchases. In a related study, Khan et al. (2012) discovered that brand knowledge and purchase intentions were the same in men and women. Women and men express their want to buy things very differently. When customers are female, they are slightly more likely to act in a certain way than when they are male.

Jain and Sharma (2012) conducted additional research and discovered a substantial difference between male and female perceptions of purchasing intention. The authors' conclusion was that gender affects people's decisions to purchase various consumer goods. Madahi and Sukati (2012) conducted the same study and found that female customers significantly influenced purchase intention and that gender had a favorable impact on buying intention.

Similar research was done by Karbala and Harimukti (2012), who discovered a significant difference between men's and women's purchasing intentions at the Toimoi store. According to this study, Toimoi delivers more psychologically appealing products for women than it does for men. The conclusion that gender can affect purchasing intent is based on the study of the literature that was done above. The intention to purchase differs significantly between male and female consumers because the desire to buy by female consumers is more influenced by a peer, including family and coworkers.

Level of Education

Fisher et al. (2012) claimed that consumer education had a major impact on their decision to buy environmentally friendly products. Higher-educated consumers are more knowledgeable about green products and aware of their advantages, according to past studies (Roslin et al., 2017). Do Paco et al. (2009) findings suggest that one's propensity to buy green products is influenced by their degree of education? On the other hand, according to Laroche et al. (2001), there is no obvious variation in purchasing intention based on education level. According to Straughan and Robert, people with higher levels of education were shown to be more likely to engage in ecologically beneficial actions (1999).

Omar et al. (2016) found that Malaysians' willingness to pay more for organic foods is highly influenced by their level of consumer awareness. In contrast to clients who were more aware, Kumar and Kumar (2019) found that clients who were less aware were highly in favor of obtaining help. It was also shown that consumers who were well-informed could make their own purchase decisions and were far more aware of the necessity to buy durable goods. Previous studies found that consumer awareness level has a substantial impact on attitudes toward buying organic foods.

According to Storstad and Bjorkhaug, people who buy organic foods are more likely to be educated than people who buy non-organic products (2003). It has been discovered that consumers with more education are more interested in purchasing organic food than those with less education (Magnusson et al., 2001; Zepeda & Li, 2007; Dettmann & Dimitri, 2007). This is due to the fact that those with higher education levels need to be more knowledgeable about organic agricultural techniques and are more prepared to pay a premium for organic goods (Mette & Carmen, 2002). According to Che and Ahmad's (2018) conference paper, one's propensity to purchase eco-friendly personal care products in Malaysia is influenced by their degree of education.

Level of Income

Research on brand recognition and consumer preferences for FMCG items was conducted by Jain and Sharma (2012) in the Garhwal Region of Uttarakhand State of India. They discovered that attitudes about brands among various income levels are not significantly different. They came to the conclusion that attitude about a brand is not solely influenced by income.

Consumer buying intentions will also be influenced by income level. People with higher incomes typically transact with internet retailers more frequently (Fogg et al., 2001). Kian et al. (2017) conducted a study on the topic of factors that affect consumers' intentions to make purchases on social media websites. They discovered that individuals with higher incomes had more robust online buying intentions. Another important element influencing the intention to buy items grown organically is disposable income (Mhlophe, 2015). The amount of monthly household income was classified.

According to Bian and Veloutsou (2007), consumers' different income levels have an impact on their purchase intentions for counterfeit luxury goods. Low-income people frequently intend to purchase counterfeit luxury goods alongside high-income people due to their sense of luxury belonging and limited purchasing power (Rahman, 2011). Additionally, the level of acceptability of counterfeit luxury goods as replacements for real goods is higher in nations where the majority of people come from low-income groups and can devote just a small portion of their income to luxury consumption (Chiu & Len, 2016; Belk, 1999).

Pomsanam (2014) asserted that as consumer income improves, there is a greater possibility that they will increase their intention to purchase things produced organically. Higher-income families are more likely to have good purchase intentions for products created with organic ingredients since they might afford to pay the price premiums. Wekeza and Sibanda (2019) conducted a study on the topics of factors influencing consumers' purchase intentions for organic products in South Africa. They found that household income had an effect on purchase intentions and that consumers were more inclined to acquire products made organically when their family income was higher.

According to Sharma and Chan (2011) and Stephen et al. (2014), the degree of consumer income has mixed effects, with consumers in the low-income category frequently intending to purchase fake luxury goods in the same way as people in the high-income sector. Additionally, according to Jurgita et al. (2013), income is not a reliable indicator of customers' propensity to buy luxury products. As a result, there is a reasonable market demand for counterfeit goods in developing nations, and it is essential to look into how consumer income can influence their purchasing decisions.

In order to comprehend the effects of lifestyle segmentation and perceived value on brand purchase intention, Akkaya (2021) conducted a study. Following the use of an AIO scale to define lifestyle divisions for four different product category consumers, the links between lifestyle, brand value perception, and purchase intention were experimentally examined for a subset of the studied product categories. To test the hypotheses, MANOVA, MKW, and correlation were used. Sun et al. (2022) conducted research to look at the moderating effects of geography and product type as well as the effects of scarcity messaging in mobile coupons on purchase intentions among Smartphone users. To test the hypotheses, MANOVA and ANCOVA were employed. There hasn't been a lot of empirical research on how men and women differ significantly in their intentions to purchase Smartphone across age groups, educational levels, and income levels. To evaluate the hypothesis in the study, one-way ANOVA and independent sample t-tests were applied.

Research Objective

The main goal of the study is to examine the variables influencing purchasing intentions for Smartphone. The specific goal of the study was to identify any substantial differences in consumer purchase intentions for Smartphone between male and female customers across age groups, levels of education, and income levels, one of the research's primary aims.

Conceptual Framework

The conceptual framework of one's own design has been developed after evaluating many studies on

consumers' purchase intentions. The framework was thought to comprise the primary demographic elements that affect consumers' intentions to buy. Four key demographic parameters that affect Smartphone purchase intentions in Nepal were taken into account when designing the framework for this study.

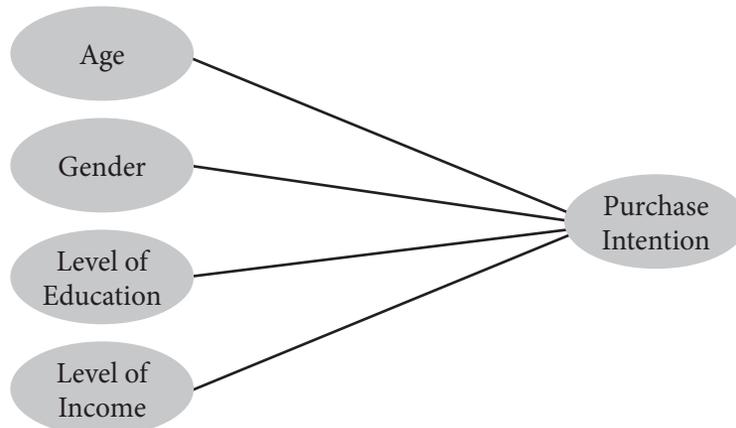


Figure 1 Conceptual framework

Study Hypotheses

The following study hypotheses are proposed for the study;

H1: There is a significant difference between males and females in purchase intention for buying Smartphone.

H2: There is a significant difference across the age groups in purchase intention for buying Smartphone.

H3: There is a significant difference across the level of education on purchase intention for buying Smartphone.

H4: There is a significant difference in the level of income on purchase intention for buying Smartphone.

Methodology

The research methodology describes the type of research design, population and sample, sampling procedure, data source, data collection techniques, and analytical tools that are used to analyze the data and develop the relationship between purchase intention and demographic factors that influence Smartphone purchases in the Nepalese market.

A research design is a comprehensive plan or strategy for the activities to be completed during the course of the study. The study's methodology is based on a deductive research approach. A descriptive research design has been employed in the study. This study has looked at how demographic factors, including income, age, gender, and education level, affect people's intentions to buy Smartphone in the Nepalese market.

Users of Nepalese Smartphone who live in the Kathmandu Valley will make up the study's sampling frame. The ideal sample size of responders was produced using a practical sampling strategy. The

primary sources of information were used during this study. The self-structured questionnaire was used to acquire the data required to carry out the intended investigation. The sample size for the study is 396 Smartphone users.

Data Analysis

Data has been analyzed by descriptive statistics and inferential statistics, which are as follows;

Table 1: Demographic presentation by gender

	Frequency	Percent
Male	203	51.3
Female	193	48.7
Total	396	100

The demographic breakdown of the respondents by gender is shown in Table 1. According to the results, there are 193 (48.7%) females and 203 (51.3%) males. These percentages show how evenly distributed each gender is over the entire population.

Table 2: Demographic presentation by Age groups

	Age Group	Frequency	Percentage
Valid	20-30	180	45.5
	31-40	172	43.4
	41-50	44	11.1
Total		396	100.0

As shown in Table 2, the majority of respondents in the demographic profile by age groups, fall into the 20 to 30 age group (45.5%), followed by the 31 to 40 age group (43.4%) and those over 40 (11.1%).

Table 3: Demographic presentation by Level of Education

Level of Education	Frequency	Percentage
Masters and Below	280	70.70
M.Phil	80	20.21
Ph.D.	36	9.09
Total	396	100.0

According to the results of Table 3, the respondents' demographic profile by educational level reveals that 280 (70.70%), 80 (20.21%), and 36 (9.09%) of them have master's degrees or less.

Table 2: Demographic presentation by Level of Income

Level of Income	Frequency	Percentage
Up to Rs.20,000	80	20.20
20,001 to 30,000	200	50.50
30,001 to 40,000	68	17.18
40,001 to 50,000	35	8.84
Above 50,000	13	3.28
Total	396	100.0

According to Table 4, which breaks down demographic data by income level, 20.2% of respondents have incomes below Rs. 20,000 (50.5%) have incomes between Rs. 20,001 and 30,000 (17.18%) have incomes between Rs. 30,001 and 40,000 (8.84%) have incomes between Rs. 40,001 and 50,000 (3.28%) have incomes above Rs. 50,000, respectively.

Table 4 presents the majority of respondents, 200 (50.7%), prefer to purchase a Smartphone in the Rs. 10,000 to Rs. 20,000 price range, while just 13 respondents, or 3.28 percent, are prepared to spend more than Rs. 50,000 in Kathmandu to purchase a Smartphone.

The sample consists of 80 (20.20%) respondents who are willing to pay up to Rs 20,000 for a Smartphone, 68 (17.18%) respondents who are willing to pay between Rs 30,001 and 40,000, and 35 (8.84%) respondents who prefer between Rs 40,001 and 50,000 for a Smartphone. It suggests that the majority of young people in Nepal choose a Smartphone that costs between Rs. 20,000 and 30,000.

Table 2: Demographic presentation by Level of Income

Gender	Mean	N	Std. Deviation
Male	3.7915	203	.49671
Female	3.6520	193	.46732
Total	3.7235	396	.48703

In order to acquire a thorough understanding of how demography affects Smartphone purchasing intention, the collected data was evaluated. An independent sample t-test has been used to comprehend the impact of gender on Smartphone buying intention. Table 5, group statistics showed that 193 women and 203 men responded to the survey. Male and female Smartphone purchasing intentions have mean values of 3.79 and 3.65, respectively, and male and female standard deviations are 0.50 and 0.47, respectively.

Because the questionnaire was constructed using a five-point Likert scale, where 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neutral, 4 indicating agree, and 5 indicating strongly agree, all of the mean scores are higher than the neutral number of 3. As a result, the study's findings showed that both male and female respondents had the propensity to make purchases. It implies that there is a considerable impact of different genders on Smartphone buying intentions.

Table 6: Independent Samples T-Test on Purchase Intention Across Gender

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Purchase Intention	Equal variances assumed	.303	.583	2.875	394	.084
	Equal variances not assumed			2.879	393.958	.457

There is no noticeable difference in the variance of replies about purchase intention, according to Table 6 results of Leven's test for equality of variance. Because the P value (0.583) is more than 0.05 ($p > 0.05$), it is not significant. The alternative theory is disproved as a result.

The result disproves the null hypothesis (H1) that there is a significant difference in men's and women's purchase intentions. The findings of earlier research by Summers et al. (2006), which discovered that transactions involving male and female clients frequently fulfill the same purpose, are consistent with the findings of this study. Therefore, it can be concluded that there are no discernible disparities in the purchase intentions of male and female buyers for Smartphone in the Nepalese market.

Test for Analysis of Variance (ANOVA)

An analysis of variance (ANOVA) is used to determine correlations between a quantitative variable (dependent) and one or more categorical variables (independent). It enables us to investigate the relationship between two independent variables and the dependent variables and to look for differences that are statistically significant between more than two groups.

Table 7: Descriptive Statistics of Age Group

Age group	Mean	N	Std. Deviation
20-30	3.6991	180	.46146
31-40	3.7171	172	.45746
41-50	3.8485	44	.66455
Total	3.7235	396	.48703

According to Table 7, the average Smartphone purchase intention for age groups between 20 and 30 is 3.69, for those between 31 and 40, 3.72, and for those between 41 and 50, 3.85. Because the questionnaire was constructed using a five-point Likert scale, where 1 indicating severely disagree, 2 indicating disagree, 3 indicating neutral, 4 indicating agree, and 5 indicating strongly agree, all of the mean scores are higher than the neutral number of 3. The study's findings so showed that all respondents across all age categories have the propensity to make purchases. It implies that there is a considerable impact of various age groups on the intention to purchase a Smartphone.

Table 8: Purchase Intention across the different Age Groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.802	2	.401	1.696	.185
Within Groups	92.892	393	.236		
Total	93.694	395			

In the aforementioned Table 8, the ANOVA test yields an unremarkable p-value of 0.185, which is higher than 0.05 ($p > 0.05$). As a result, the alternative theory is disproved. The conclusion does not confirm the second hypothesis (H2) that there are significant differences in purchasing intentions between age groups. This indicates that there are no appreciable differences in Smartphone intention to purchase across age groups. This finding conflicts with that of Jain and Sharma (2012), who found that customers of various age groups have varying opinions about brands and purchasing intentions.

Therefore, it can be said that there are no appreciable differences between customers' purchase intentions for Smartphone sets across all age groups in the Nepalese market. Further Post Hoc analysis should not be conducted for group comparison because there are no appreciable differences in purchase intentions for Smartphone purchases among the various age groups.

Table 9: Descriptive Statistics of Level of Education

Level of Education	Mean	N	Std. Deviation
Masters and below	3.9101	280	.46146
M.Phil	3.8123	80	.45746
Ph.D	3.7546	36	.66455
Total	3.7235	396	.48703

According to Table 9, the average Smartphone purchase intention for Masters and under 30 is 3.91, 3.81 for M.PHILs, and 3.75 for PhD. All average scores across all educational levels are higher than the neutral value of 3. The questionnaire was created using a five-point Likert scale, with 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neutral, 4 indicating agree, and 5 indicating strongly agree. The study's findings, therefore, showed that all respondents, regardless of their level of education, are inclined to want to buy a Smartphone in Kathmandu. This indicates that education levels have a major impact on Smartphone buying intentions.

Table 10: Purchase Intention across the different levels of education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	145.739	15	10.410	263.126	.120
Within Groups	14.994	381	.040		
Total	160.734	396			

The ANOVA test result for table number 10 indicates an insignificant p-value of 0.120, which is higher than 0.05 ($p > 0.05$). The alternative theory is disproved as a result. The finding did not corroborate the hypothesis (H3) that there would be a substantial difference in purchasing intentions across educational levels. This indicates that there are no appreciable differences in Smartphone purchasing intentions across educational levels. This result supports the earlier conclusion of Laroche et al. (2001) that there is no discernible variation in purchasing intention based on educational attainment.

Therefore, it can be said that there are no appreciable differences between customers' purchase intentions for a Smartphone in the Nepalese market based on their degree of education. Further Post Hoc analysis should not be performed for group comparison as there are no appreciable differences in Smartphone purchase behavior among the various age groups.

Table 11: Descriptive Statistics of Level of Income

Level of Income	Mean	N	Std. Deviation
Up to 20,000	3.8491	80	.46146
20,001-30,000	3.9172	200	.45746
30,001-40,000	3.8231	68	.66455
40,001-50,000	3.6781	35	.56453
Above 50,000	3.6812	13	.48765
Total	3.7235	396	.48703

According to Table 11, the average score for Smartphone purchase intent for income levels up to 20,000 is 3.85, 3.92 for income levels between 20001 and 30,000, 3.82 for income levels between 30,001 and 40,000, 3.68 for income levels between 40,001 and 50,000, and 3.68 for income levels above 50,000, respectively. All mean score values across all income levels are higher than the neutral value of 3. The questionnaire was created using a five-point Likert scale, with 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neutral, 4 indicating agreement, and 5 denoting agreement highly. As a result, the study's findings showed that all respondents, regardless of economic level, were motivated to acquire Smartphone in Kathmandu. It means there is a significant influence of levels of income on the purchase intention of a Smartphone.

Table 12: Purchase Intention Across the Different Levels of Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	145.739	14	10.410	263.126	.260
Within Groups	14.994	379	.040		
Total	160.734	393			

The ANOVA test results for table number 12 reveal an insignificant p-value of 0.260, which is higher than 0.05 ($p > 0.05$). The alternative hypothesis is therefore disproved. The conclusion did not confirm the fourth hypothesis (H4) that there is a significant difference in buying intention across income levels. As a result, there are no appreciable differences in Smartphone purchase intentions across income levels. This result is in line with Jain and Sharma's (2012) earlier finding that there is no discernible change in attitudes about purchase intention across different socioeconomic levels.

Therefore, it can be said that there are no appreciable differences between customers' purchase intentions for Smartphone sets across all age groups in the Nepalese market. Further Post Hoc analysis for group comparison shouldn't be done because there is no appreciable difference in the cost of purchasing a Smartphone among the various income levels.

Discussions

The study's primary objective was to identify any statistically significant differences in the demographic factors that affected consumers' intentions to buy Smartphone in Nepal. Age, gender, level of income, and education are the demographic factors.

The study's conclusions indicate that there is no discernible difference in males' and females' intentions to purchase Smartphone, and H1 is disproved. This result disputes the claim made by Ang et al. (2010) that there is a significant difference in Smartphone purchasing intention between men and women. Additionally, it is discovered that there is no discernible difference between the age groups, and H2 is disregarded. This result conflicts with Kurtz and Boone's (2006) claim that there is a significant difference in Smartphone purchase intention across the age categories. The survey also discovered that there was no discernible variation in Smartphone purchasing intention based on educational attainment. This result defies the earlier conclusion of Roslin et al. (2017) that there is a significant variation in purchase intention for Smartphone depending on education level. The intention to buy a Smartphone does not significantly change across income levels, and it is also discovered. This result contradicts Stephen et al. (2014) claim that there is a significant difference in Smartphone purchasing intention across income levels. Previously, Smartphone was taken as luxurious products, but today it is regarded it as necessity products, therefore the price is not considered in the purchase intention of Smartphone, likewise the level of education, different age groups and gender does not influence the Smartphone purchase intention.

Conclusion

This study focuses on discovering major differences in Smartphone purchase intentions among Nepalese people across gender, age group, educational attainment, and income levels in Nepal. Due to modern information technology, Smartphone demand is currently rising quickly. Most people today consider a Smartphone to be a need. There should be some fascinating elements that influence consumers' decisions to buy a Smartphone in light of the rising demand for them.

Four demographic characteristics have been used in this study to examine their impact on purchasing intention. Age, gender, educational attainment, and income levels are used as independent variables to examine the influence on purchase intention. To determine the influence of demographic factors on purchase intention and to find statistically significant differences between the various demographic components in Nepalese people's Smartphone purchase behavior, descriptive statistics, independent sample t-tests, and ANOVA tests were used.

According to descriptive statistics, all four demographic factors have a considerable impact on consumers' intentions to acquire Smartphone in Kathmandu. Independent sample t-test results revealed that there is no significant difference in purchase intentions for Smartphone in Kathmandu across gender, age groups, educational levels, and income levels.

Because the Smartphone is viewed as a luxuries product in the Nepalese context, and because consumer behavior is influenced by these demographic variables in the purchase of luxuries goods, it is concluded that there is a significant impact on age, gender, income, and level of education on purchase intention. Similar to this, Nepalese families make decisions about purchasing luxuries collectively rather than individually; therefore, there is no discernible variation in purchase intentions between men and women or across gender, education levels, and income levels.

Managerial Implications

In order to raise the demand for a Smartphone in the Nepalese market, Smartphone sellers and companies or marketing managers may find it helpful to leverage the study's findings on the factors influencing young group Smartphone purchase intentions. Customers can choose from a variety of Smartphone

in the Nepalese market nowadays. Therefore, it is essential for these businesses to continue making improvements and to utilize a variety of marketing techniques to increase the volume of Smartphone they sell.

According to the study, demographic parameters like gender, age group, educational attainment, and income levels significantly affect and influence consumers' intentions to purchase a Smartphone. The intention to purchase a Smartphone in Kathmandu was also found to be unaffected significantly by gender, age, educational attainment, or income levels. The findings of this study will be useful to Smartphone businesses as they develop their marketing plans for a Smartphone. In order to increase client purchase intent, it is advised that Smartphone manufacturers take gender, age groupings, educational attainment, and income levels into account.

The study's findings will be useful to Smartphone businesses as they create marketing plans to increase client buy intent and sales. Future researchers would benefit from the research's findings as well. Here are some limitations of the study, and based on the limitations, future researchers also can do the research. The future researcher may use it as a reference and be a base for them.

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