Motivating Factors Influencing Consumers’ Brand Preferences for mobile phones: University of Gavle Students

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Abstract

Title: Motivating factors influencing consumers’ Brand preferences for mobile phones: University of Gavle students

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Aim: The aim of this study is to investigate the motivating factors that influence University Gavle students to prefer a particular Mobile phone brand.

Method: A qualitative study is carried out based on primary data; the primary data was collected through semi-structured interview with twenty of University of Gavle Students by the use of face to face interview.

Result & Conclusion: The study finds out that, the role of word of mouth as extrinsic factors serves as the highest motivating factor, while prestige serves as intrinsic factors of motivation. Thus, word of mouth and quality are the highest motivating factors that influence University of Gavle students to prefer a particular mobile phone brand. This finding of this research will help mobile phone marketers and managers to develop strategy on how to capture Swedish consumers to prefer their companies brand products.

Suggestion for future research: Future research could be done by considering different or more widely target groups instead of students of University of Gavle. Different perspectives can be combined in future research thus, further research can be conducted by more broadly with a variety of age groups and in a wider area.

Also, further research could include comparison between mobile phone brand types and may consider different type of products. This will give understanding of the different segments in mobile phone market, and to determine if these different segments can cause any variety and change of motivating factors.
Additionally, further research could be conducted in the long time period, thus can be explored in detail benefiting from the longitudinal study and could be include observations to understand long-term variables on mobile phone market and effects of motivating factors. Hence, this could bring more effective conceptualization of influencing factors of smartphone buying consumers and helps to achieve a more in-depth research.

More so, the same study can be conducted with a combination of different Universities in Sweden. And also, same research can be carried out using quantitative research method for future research.

**Contribution of the Study:** This study contributes with knowledge on which motivating factors influence customers brand preferences, and how these factors affect their purchase decision.

**Keywords:** Extrinsic and intrinsic factors, Brand name, word of mouth, product physical appearance, product features, socio-economic factor, and prestige.
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1. Introduction

This introduction chapter serves as a platform to give an insight on the subject matter. It involves a description of the background, research motivation, research problem, research purpose and objective, research question, delimitation, and disposition.

1.1 Background of the study

This study is to understand the motivating factors, which influence the consumer to prefer a brand because it has been a major concern for marketers and firms. Marketers spend great sums of money each year on products advertising, corporate philanthropy, sponsorship, course-related marketing, and public image studies, consumers still show interest for their preferred brand products (Brown & Dan 1997). This continues even when producers have responded by differentiating their product brand offers (Whyatt, 2008). Consumers show their preference to a brand through purchasing the same brands or showing preference towards a specific brand, thus, this gives the firms that produce the brand higher market share, higher profits and share of value (Chang & Liu, 2009). In other words, when consumers are not responding to a brand by not purchasing the same brands or not showing preference to a particular brand, the firms that produce the brand will not have market share, and there will be no or low profit and share of value for the firm. In this thought, if a firm can understand the motivating factors, which influence a consumer to show a preference for a brand, it will help the firm to strategies effectively and develop their brand accordingly and subsequently, have their brand preferred by consumers purchasing the brand, and thus, increase market share and profits.

Consumer brand preference is the level, which the consumer favors the named service or product provided by his or her preferred company, in comparison to the named service or products provided by other companies within his or her consideration categories (Hellier, Geursen, Carr & Rickand, 2003). According to Jalilvand, Pool, Vosta & Kazemi, (2016) brand preference is the bias a consumer holds towards a particular brand. Rajagopal (2010) perceived brand preference as a measure of brand loyalty in which a consumer exercises his decision to choose a particular brand in presence of competing brands. On the other hand, consumers’ characteristics have been widely pointed out to explain consumers purchasing behavior with other factors, including availability, advertising, and image (Ataman & Ulengin, 2003; Engel, Blackwell & Miniard, 1986). Others are including emotions, attitudes,
personality, image, reputations and trust, which influence consumer perceptions and temporal association with brands (Rajagopal, 2010). In this sense, Anisimova (2007) assert that corporate values, corporate brand personality, and functional consumer benefits are the most critical and consistent predictions of both attitudinal and behavioral loyalty. Thus, there are a lot of factors which could be attributed to the motivational influence for consumer purchasing behavior, and brand preferences.

Therefore, marketing managers and firms have to manage and evaluate the links between their brand product and the meanings that consumers link with such brand (Jamal & Goode, 2001). There are many different products in the world of market with its different brands; one of these products is a Mobile phone, which we chose to examine.

1.2 Case of Mobile Phone as a Product

In the past decade, mobile phones have the highest attention in the midst of other telecommunication services (Dagli & Jenkins, 2016). Mobile phones have risen as the fastest growing market segment in the telecommunication industry (Cecere, Corrocher & Battaglia, 2015). Mobile phones have become more sophisticated through the means of advanced computing ability and connectivity, and other advanced functions such as portable media players, digital and video cameras (Mohd, 2013). However, some mobile phones functionality is different from others, in terms of their operating system and their purpose of use, such as social networking, reading e-books, replying e-mails, browsing information, shopping, entertainment, and functions (Liu & Liang 2014; Wang, Wang, Gaskin & Wang, 2015). Mobile phones are regarded and recognized as an essential for consumers because there has been large increasing demand for mobile phones and mobile phone is a product that is common to all consumers (Mohd, 2013).

1.2.1 The Advancement of Mobile Phone as a Product

In the light of the new development of advanced mobile phone operating systems, many applications, and competition in the telecommunication market have led to a substantial increase in the number of mobile phone users (Park, Kim, Shon & Shim, 2013). According to recent forecast (Statista, 2017), the number of mobile phone users worldwide are expected to be 4.77 billion people in 2017 and more than 5 billion people in 2019.

The telecommunication sector has the largest share in the electronic devices market in Sweden along with the high demand for Mobile phone (Statistik, 2014). The fast acceptance
of mobile phone and development of mobile phone application have been changing the consumer’s behavior for the interaction of mobile phone products and brand (Kim, Wang & Maithouse, 2015). One of the groups of these consumers that has a high rate of mobile phone acceptance and high purchasing behavior are the University students, (Dahlstrom & Brooks, 2014).

1.2.2 Case of University Students and Mobile Phone

As technology is part of students’ lives (Dahlstrom, Walker & Dziuban, 2014), they are seen as the most important consumers of university information technology services (Dahlstrom & Brooks, 2014). A recent in-depth survey in the U.S colleges shows that the ownership of mobile phones among undergraduates are eighty-six percent in 2014 up to from seventy-six percent since the previous year and at much higher rates than the general adult population (Dahlstrom & Brooks, 2014). More so, another survey by Deloitte (2014) reveals that 18-24 years age group has the highest penetration in terms of mobile phone ownership with eighty-five percent in Finland and the UK.

Mobile phone brand has an important role on younger consumers, due to fast mobile phone penetration and preferences, as consumer’s perception of the brand image, considerably influence their purchase behavior in the marketplace (Ataman & Ulegin, 2003). University students have been recorded as one of the important groups, which consume the highest rate of mobile phone products more than the general adult population. Therefore, we choose and focus only on the university students rather than general adult populations.

1.3 Motivation of the Study

This study focuses on the motivating factor of influence towards brand preferences, due to marketers and firms within telecommunication industry face with the challenges of understanding, why some of their brand products are not been preferred by the consumers (Ataman & Ulegin, 2003). More especially, the University students, as they are the highest purchasing group among mobile phone consumers (Dahlstrom & Brooks, 2014).

According to Solomon & Rabolt (2009, p.120), motivation refers to “the processes that lead people to behave as they do”. Research on the concept of motivating factors has received a considerable amount of conceptual and empirical attention within behavioral literature (Iwata, Smith & Michael, 2000). For example, recent research by Celik, Eygu & Oktay (2015) analysis the behaviour of younger consumers to the increase of smartphone usage in Erzurum,
Turkey, and the key factors of influence, brand preference; and the result of the study shows that there is a strong relationship between monthly individual with household income, and young consumers brand preference; Thus, socio-economic factors as the influencing factors for consumers purchasing behaviour regardless of product features. It has been argued that price; brand, interface, and properties tend to have the highest influential factors that motivate the actual choice among mobile phone brand and purchasing behavior (Karjaluoto, Karvonen, Kesti, Koivumäki, Manninen, Pakola, Ristola & Salo, 2005).

In light of the above insight, we are motivated to carry out this study because, in the literatures we examined none gave a clear answer to why consumers show preference to a particular brand of mobile phone. Most of the literature tried to give the answer by using only extrinsic motivating factors, and none have tried from the context of intrinsic motivating factors. Therefore, it becomes important to understand why consumers show preference to a particular brand of mobile phone by using both extrinsic and intrinsic motivating factors. This will help to understand the highest dominant factors influencing the highest purchasing group of consumers of mobile phone and why they show preference to a particular brand.

1.3.1 Research Problem

There has been some argument about the motivating factors which influences mobile phone brand preferences among the university students. Previous researches done in this field have examined Mobile phone physical appearance, features, price, income and brand name in isolation (Ling, Hwang & Salvendy, 2007; Mack & Sharples, 2009; Kumar, 2012; Saif, Razzaq, Amad, & Gul, 2012; Eric & Bright, 2008; Das, 2012; Pakola, Pietila, Svento & Karjaluoto, 2003; Subramanyam & Venkateswarlu, 2012; Malasi, 2012; Sata, 213: Celik et al. 2015), and in different countries, such as Ghana, India, Turkey, Pakistan, Kenya and Ethiopia. Most of this mobile phone consumer’s behavior literatures have studied mobile phone purchasing behavioral influence with a focus on its properties and socio-economic factor; less attention has been focus on the role of word of mouth, brand name and prestige as the motivating factors of purchasing influence and brand preference. We argue that motivating factors for brand preference and purchasing behavioral influence is interrelated and therefore to understand the motivating factors which influence consumers to prefer a brand of mobile phone, the role of all the factors, such as properties, socio-economic factor, word of mouth, brand name, and prestige must be investigated collectively. To our knowledge, there has not been any study that has investigated the role of all these six factors collectively, most especially in Sweden in an effort to determine which factor that has the highest motivating
influence among the students on mobile phone brand preferences, hence we study to fill this research gap.

### 1.4 Research Purpose & Research Question

This study aims to investigate the motivating factors of influence and to determine which factors influences mobile phone brand preferences in Sweden, most especially in Gavle, Sweden. The context of Sweden is chosen because so far no literature or study has been found in this knowledge area. Hence, understanding consumers motivating factors for preferring a particular mobile phone brand, most especially in Gavle Sweden can provide a basis for developing effective brand product and marketing strategies for Swedish consumers, and thereby attract brand product preferences. Therefore, it is important to fill this gap in an effort to determine the highest motivating factors that influence University of Gavle students to prefer a particular mobile phone brand.

The purpose of this study is to investigate the motivating factors which influence mobile phone consumers to have a preference for a mobile phone brand. This study aims to investigate the phenomenon from University of Gavle student’s perspective. In view of the purpose and objective of this study, the research question that has been established for this study is:

*What are the motivating factors influencing University of Gavle Students to prefer a particular mobile phone brand?*

### 1.5 Research Limitation

This research is limited to only University of Gavle students, due to the fact that mobile phone has an important role to them, this study recognizes that non-University student in Gavle could be induced by same factors. This study is also limited to only mobile phones, and is not comparing brand with the brand but focuses only on general brands, irrespective of the brand type. More so the research is not using age, gender or demography as a variable because the targeted students are viewed as one group. The study is also limited to focus only on the motivating factors of influence for brand preferences, and also limited to qualitative study.
1.6 Disposition

Chapter 1 discusses the background, motivation and purpose of the study, and the research problem and limitation. Chapter 2 deals with gathered knowledge and previous studies on motivating factors of influence for brand preferences. It offers a theoretical explanation of cue/factor theory and extrinsic and intrinsic which motivating influence to brand preferences can be classified into, such as brand name, word of mouth, product physical appearance, product features, socio-economic and prestige. Chapter 3 concerns with the methodological discussion that includes, the research strategy, process of data collection, research validity and reliability and research limitation and ethical issues. Chapter 4 deals with the presentation of empirical data collected from twenty cases of Gavle University students. Chapter 5 deals with data analysis and discussions and conclusion.
2. Literature Review

The framework, which is important to our research purpose, will be discussed by exploring the roles of six areas of motivating factors that could influence consumers brand preferences. This framework will help us with the investigation and with the interview questions. Through the literature, we intend to examine the motivational factor highlighted by previous research studies and to find out the role of motivating factors which influence consumers to brand preferences. We make use of cue theory as theoretical concepts of factors of product and brand. We focused only on a mobile phone as a product since there is a higher demand for it.

2.1 Cue Theory

Olson & Jacob (1972) explain Cue Theory as a theoretical concept of products and brands which consist of a range of factors such as, brand name, physical product appearance. Each of these factors serves as a basis or foundation on which consumers’ impressions are made. They also stated that cue theory suggests that products contain an intrinsic and extrinsic influence, which serves as the basis for consumer purchasing behavior.

According to Bredahl (2003) studies have established that consumers utilize intrinsic and extrinsic cues when choosing products. Osmud (2011) added that consumers utilize this simultaneously when evaluating a product for preferences.

Zeithaml (1988), asserts that extrinsic product cues are related to the physical product, such as product appearances, product features, and word of mouth which provide emotional appeal. Some scholars have associated extrinsic product cues as dominant in consumer’s purchasing behavior more than intrinsic cues, especially, when intrinsic cues are not available or the attribute needs more efforts than the consumer anticipated (Zeithaml, 1988). Hence, extrinsic product cues refer to external attributes of a product, which serves as motivating factors of influence for consumers in preferring a particular product.

According to Srinivasan & Jain (2004), intrinsic cue related with consumers’ personal attributes to a product and brand, such as the consumer’s lifestyle, reputation, and perception of the product quality. These attributes forms part of the influential factors on consumers purchase decision, some scholars argued that intrinsic product cues dominate consumer’s evaluative criteria, maintaining that this will not be the case when intrinsic cues are insufficiently predictive in the minds of consumers or when they have low confidence in their
ability to evaluate and assess those (Srinivasan & Jain, 2004). Thus, intrinsic cue refers to internal attributes of a consumer on a product, which serves as motivating factors of influence in preferring a particular product.

There is higher reliance on intrinsic cues instead of extrinsic cues in pre-purchase situations when intrinsic attributes serve as search attributes rather than experience attributes or when the intrinsic attributes have high predictive value (Zeithaml, 1988). Most scholars that are for intrinsic cues have demonstrated and gave credence to intrinsic cues as better indicators to consumers, in judging quality because they have higher predictive value than extrinsic cues (Aqueveque, 2006).

In light of this, this study is based on the theoretical concept of intrinsic and extrinsic factors, which the motivating factors of choosing a product can be classified into.

**2.2 Motivating Factors**

This section classifies and explains the motivating factors of choosing a product into extrinsic and intrinsic.

**2.2.1 Extrinsic Motivating Factors**

This part discussed the role of motivating factors classified under external factors of product influence, such as brand name, word of mouth, socio-economic factor, physical product appearance and product features.

**A. Brand name**

The brand is defined by Kotler & Keller (2006) as a name, term, sign, symbol, design or combinations of both, with the intent to identify the goods or service of one firm and to differentiate them from those of competitors. Kotler & Keller (2006) add that brand name embodies an important brand aspect, mostly because it has the ability to take major brand relations in a clear and short way, mostly in consumers’ goods settings. Keller (2003) also asserts that brand name could be a very effective and easy means of communication.

According to Idoko, Ireneus, Nkamnebe & Okoye (2013), a brand name can become pact form of communication that may insinuate both explicit and implicit meanings, such as a Brand image that consumers may consider important, in the choice of brand of a product. Keller (2003) added that Brand image can also be seen as the perception that is held in consumer’s memory. Idoko et al. (2013) assert thatsome brands of the mobile phone can
easily rouse some images in the consumer’s memory, which may inspire or prevent purchase behavior towards a particular brand of product.

Krutulyte, Coasta & Grunert (2009) assert that extrinsic cues such as brand name are generally more influential than intrinsic cues. In support of Krutulyte et al. (2009) assertion, Varela, Ares, Gimenez & Gambaro (2010), maintain that purchase of a product depends on more than just the sensory details as non-physical details, such as brand name influence consumers purchase decision. This also explained the position of Hasan, Ashraf, Abdullah & Murad (2016) on the brand name as represents the combined information on the product. Della, Monroe & McGinnis (1981) add that strong brand help to stabilize the branded product even when the price is low.

Dawar & Philip (1994) also argue that brand names are relied on more heavily than price or physical product appearance. Brown & Dancin (1997); Keller & Aaker (1994), and Winter (1988) agree that consumer’s knowledge of company influences their response to it brand name product. Whyatt (2008) add that particular brand names are the key attraction; he illustrates this thus, by asking the respondent the choice between traveling fifty miles to buy a favorable brand at a discount and traveling the same distance for the opportunity to buy as many as sixty alternative brands at discount prices. Thirty-two percent responded on their readiness to travel fifty miles for just one brand name, while sixty-eight percent would travel fifty miles for sixty alternative brands. He further supplements the information about brands to the respondent with the question of if there are particular brand names that they look for when visiting a factory outlet center or if they seek a particular type of products. Sixty-one percent responded that they are looking for particular brand names; twenty percent responded that they are looking at what are there for sale while thirteen percent responded that they were looking for particular products rather than brand (Whyatt, 2008).

Above reasons explained why consumers could prefer a particular product based on brand name. However, another extrinsic factor of consumers motivating factors to consider is Word-of-mouth.

B. Word of Mouth

Word of mouth is defined by Arndt (1967) as the process where two or more people discuss orally, and one of them, the speaker expresses his/her view. Arndt (1967) clarifies that the speaker is not a commercially involved person. The speaker can be talking about a brand, product, or service. Buttle, (1988) assert that Word of mouth is seen as a significant factor
that affects people on how they feel about something, based on what they know, or what they do.

Word of mouth has been characterized as the most powerful factor influencing consumers’ behavior; in support of this Arndt (1967) add that when a speaker expresses positive opinions about a product, it increases the possibility that the listener will purchase the product. For example, if one student has a good experience with a particular mobile phone brand, and then expresses his/her positive opinions about the mobile phone to his/her friends and family members, there is a possibility that his friends and family member will purchase the same type of mobile phone.

On the other hand, negative experience on a particular mobile phone brand from a student, expressed among friends and family has the possibility of pushing them away from such brand. On this argument, Buttle (1988) added that customers are likely to share their disappointment about a product twice as much than their positive experiences. Engel, Kegerris & Blackwell (1969), assert that the majority of unpleased consumers will not buy again and will spread their negative experience to more people. Ninety percent of unpleased consumers will share their disappointment with at least nine other people, and thirteen percent of the unhappy people will tell their negative opinion to more than twenty people (Engel et al., 1969).

Clark, Doraszelski & Draganska, (2009) maintained that extrinsic cue such as Word of mouth is highly influential than intrinsic cue on brand preferences.

Buttle (1988) assert that for many years, it has been believed that Word of mouth is the significant factor that affects people on how they feel about something. According to Buttle (1988) Arndt was one of the most important and earliest academics whose research focused on the influence of Word of mouth to consumer’s behavior. Nevertheless, Word of mouth does not need to be a just brand, product or service oriented but it also can be organization oriented (Buttle, 1988).

East, Hammond & Lomax (2008) stated that half of the service providers are found in the way of Word of mouth. Buttle (1988) stated in his article that Kotler characterized advertising as a less important factor in costumer’s buying decision than Word of mouth. He explains that by giving less power to advertising compared to personal observation or influence from a trustworthy person. Also, according to Sheth (1971) Word of mouth increase the knowledge regarding an innovation and also, increases the decisive feeling of buying and try a new product.
According to Buttle (1988), the difference between advertising and Word of mouth is that in advertising is paid by a business in purpose to persuade costumers to buy the product, brand or service. On the other hand, Word of mouth is not paid and can be conducted by any person, no advertiser or marketer (Buttle, 1988).

According to Buttle (1988), Word of mouth has the following characteristics:

(i) **Valence**: In other words, the power that a person has to influence another person in order to endorse the first’s opinion. This opinion can be either positive or negative and sometimes it can be characterized as negative from a corporate perspective and positive from a customer perspective, simultaneously.

(ii) **Focus**: Word of mouth focus is to influence people to get a decision and from a management perspective, is to give a positive opinion and to satisfy the customers. Although there is the impression that word of mouth works only between customers, management shows that marketers try to build trustworthy relationships between other parts (Buttle, 1988). The different parts are indicated on the six-market model (fig.1).

![Figure 1: The six markets model, Source: Buttle (1998, p.36)](image)

(iii) **Timing**: Word of mouth can be stated before or even after a purchase. If Word of mouth states before purchase it is called input Word of mouth but if it states after purchase it is called output Word of mouth.

(iv) **Solicitation**: Word of mouth can be conducted either from customers or not and it can be offered either with a solicitation or not.

(v) **Intervention**: Companies know that Word of mouth is an influential factor in customer’s buying decision. So, they start activities in order to increase Word of mouth at the personal and organizational level and gain endorsements from famous people who have a big number of followers. The drawback of this is that endorsements from famous people may have a
negative feedback to the public opinion. Word of mouth plays the important role in customer’s decision regarding buying or rejecting a product, a brand or a service (Buttle, 1998).

Although Word of mouth can have a positive impact, it is possible to have a negative impact too. It can be underlined that negative or positive Word of mouth has a significant motivating influence on consumers’ behavior.

C. Socio-Economic Factor

Socio-economic factor refers to individual income in relation to a brand price. Stump, Gong & Li (2008) argue that individual income influences brand purchase decision. Lee (2014) adds that there is a strong relationship between monthly individual income and price of a brand, which automatically accounts for many consumer purchase behavior.

Dodds & Monroe (1985) argue that price is an important factor when other factors available are limited, and also a key variable that influences consumer purchase intent. According to Dodds & Monroe (1985), the consumer seems to gravitate towards a brand that appears to match their income.

Stumps et al. (2008), have examined the relationship between socioeconomic factors and adoption of mobile phones according to country-level of socioeconomic profiles, and they proved that there is a significant relationship between mobile telephony adoption and socioeconomic profiles. Similarly, Hill & Dhanda (2004) argue that there is a reciprocal relationship between usage of technology and socioeconomic level.

Researchers have argue that there are three socioeconomic factors that can be considered in country mobile-access levels, which is important when adopting and using mobile devices, they are age, education, and wealth (Van Dijk & Hacker, 2003; Van Dijk, 2005; Stump et al. 2008).

another socioeconomic factor effacing adoption of mobile phones considered by Stump et al. (2008) is education. Rogers (1983), claim that there is a positive relationship between education and innovativeness. Also, Schweke (2004) claim that education and socioeconomic development have been mutually related and the relationship between each other is reciprocal. Robison & Crenshaw (2002) highlighted that the demand for technological innovations and related skills will be driven by the degree of education in a population.

Stump et al. (2008) add that wealth (GDP per capita) is another socioeconomic factor that is affecting adoption of the mobile phone. Rogers (1995), argues that early adopters of
technological developments are who have greater wealth. Similarly, Maitland & Bauer (2001) claim that individuals with higher income are eager to invest in new technologies to take advantages of the innovation before others, and because of their financial strength which allows them to afford the risk associated with early adoption. GDP per capita have been recognized as one of the measures of a country’s wealth, at the national level. Beise (2004), claim that countries with high GDP per capita have a higher demand for technological developed devices and innovation. Similarly, Jha & Majumdar (1999) claim that there is a supportive relationship between higher GDP per capita and affordability for more members of a country’s population, which means higher GDP is a signal of higher demand for innovative devices from a population of the country.

Thus, social economic factor, such as brand product price, individual income and wealth is another extrinsic factor that influences consumers on brand choice.

D. Physical Product Appearance

The physical product appearance refers to product designs, such as color, size, portability. Appearance of a product is another extrinsic factor affecting consumer choice in several ways, and scholars has established a relationship between good product design and consumer’s behaviour (Creusen & Schoormans, 2005; Blijlevens, Creusen & Schoormans, 2009; Cecere et al. 2015; Kotler & Armstrong, 2006) and some studies claim that there are high numbers of consumers that focus on product design as a motivating tool for brand selection (Dumaine, 1991; Dacin & Smith, 1994). Creusen & Schoormans (2005), claim that product design significant influences consumer choice in six ways, due to the product appearance, such as attention drawing, categorization, functional, ergonomic, aesthetic and symbolic. Similarly, Blijlevens et al. (2009) underline the importance of product appearance, and also identified consumer’s perception of product attributes as, the appearance of modernity, simplicity, and playfulness. Kotler & Armstrong (2006) highlight the importance of style and design of the product, such as good design and style of product enhances consumer attraction on product appearance.

According to Weiss (2002), mobile phone industry is innovative within the information communication technology sector and the Smartphone become mobile devices that offering telephony and computing features. Weiss (2002) describe that mobile phones are portable, self-contained information and communication devices that are characterized by three attributes, which is affecting the design of user interfaces, they are used primarily in a user’s
hands, they are operated without cables, and they support the addition of new application and internet connection. Physical product appearance in the mobile phone market is pretty much standardized, and the design of mobile phone can be categorized in one major design with minor differences in the recent time (Cecere et al. 2015). Heo, Ham, Park, Song & Yoon (2009) argue that the consumer’s behavior due to the usability of mobile phones is contributed with design-oriented approaches and aesthetics designs. Sonderegger & Sauer (2010) conducted a research about the relationship between design aesthetics and perceived usability in mobile phone and argued design aesthetics have a positive influence on perceived usability, thus enhanced the attractiveness of an object (mobile phone). Hence, Sauer & Sonderegger (2009) obtain the aesthetics of a mobile phone that affect positively user’s emotions and enhances attractiveness.

A customer can be drawn to a particular mobile phone brand because of how the design appeals to the customer’s eye, thereby leading to the customer prefer the brand. Dion, Berscheid & Walster, (1972) stated that this is an extrinsic factor that has a high influence on consumers purchasing choice.

E. Product Features

Another extrinsic factor that affecting consumer preference on a mobile phone is product features. Product features refer to the content of the products, such as applications, camera, and video. Several researchers have investigated impotence of features in affecting consumer behavior (Sata, 2013; Mack & Sharples 2009; Saif, et al., 2012; Malasi, 2012). Gwin & Gwin (2003) state that product features affect consumer’s choice and that people seek product features that will solve their problems and fulfills their needs, thus they highlight the importance of understanding why a consumer chooses a product based upon its features. Similarly, Solomon, Russell-Bennett & Previte (2012), argue that features of the product should fit in with a person’s lifestyle, and meet their needs, thus people are looking for products which will able to help them to meet their social needs and fits their lifestyle profiles. Also, Mack & Sharples (2009) show that usability and features have played a crucial role in when deciding to buy a mobile phone. Sata (2013) find that features is important factor consumers consider when purchasing mobile phone devices, and this features includes internet connection, Bluetooth, video, camera, color, FM, media player, design, touch screen, storage, size, available accessories, speaker, and weight. Moreover, Saif et al. (2012) claimed that new technology features enhance consumers’ motivation to acquire new phone models. Malasi (2012) examined the influence of product features on mobile phone preference among
undergraduate university students in Kenya and claim that product features are the biggest competitive tool for differentiating from competitor’s products in mobile phone market. Thus, a product feature is an extrinsic factor that influences consumers to prefer a brand of a product.

### 2.2.2 Intrinsic Motivating Factors

This part discusses the role of motivating factors classified under internal factors, such as prestige.

#### A. Prestige

Prestige refers to a reputation for high quality, according to Kotler & Armstrong (2010), a product quality has a significant impact on the product or service performance, and hence it is linked to customers’ value and satisfaction. Wankhade & Dabade (2006) add that it can also be determined by the way customers perceive product quality in the market. In the context of a mobilephone, Sauer & Sonderegger (2009) asserted that a consumer may view the quality of mobile phone in terms of class, wealth or high social status when purchasing. Idoko et al. (2013) add that each of these criterions is important, and can influence a consumer’s choice of mobile phone brand. According to Brunso, Grunert & Scholderer (2005) product quality can be divided into two aspects, such as objective and perceived quality, perceived quality is described as the consumer’s judgment about a product overall superiority. Objective quality is described as the actual technical superioriry of the product that is measurable inline to some pre-determined standard, as judged from intrinsic factors (Monroe & Krishnan, 1985).

Prestige sensitivity as quality perception can be defined as the perceptions of the price cue due to inferences about what it signals to other people regarding the purchaser. Many years ago, an idea was argued by Veblen (1899), he suggests that conspicuous consumption was used by people to signify their wealth, power, and status. Thorstein Veblen introduced the notion of conspicuous consumption or the extent to which the demand for goods is increased because they bear a higher rather than lower price (Leibenstein, 1950). Prestige sensitivity can be viewed as the propensity to make attributions about other consumers or to be sensitive to attributions made by other consumers, on the basis of the price level of the purchase (Calder & Burnkrant, 1977). It has been suggested from Rice (1992) that prestige sensitivity is related to socially visible behaviors, whereas a price/quality scheme is influenced by cues that reinforce the validity of using price to imply quality. Rice (1992, p. 59) states, "As price
conscious as consumers have become, they are still willing to pay more for products in which they have an ego investment."

Vigneron & Lester (1999) describe the prestige with five perceived values according to consumer viewpoint and there is distinction between prestige brands and non-prestige brands, distinction between brands exhibiting five perceived values as perceived conspicuous value, perceived unique value, perceived social value, perceived hedonic value and perceived quality value, which depends on socioeconomic frameworks and explanation states following:

1) Perceived conspicuous value: Consumption of prestige brands seem as a signal of status and wealth, thus expensive prices by normal standards signify prestige of the brand and enhance the value of the product.

2) Perceived unique value: If everyone has a particular brand with the same product, it seems not prestigious. Prestigious products have their own unique values and may design various types according to their buyers, uniqueness products preferred by luxury segment.

3) Perceived social value: People who prefer prestige brands desire to distinguished from non-prestige reference groups, thus prestige brands may serve as a symbolic marker of group membership which depends on social neighbourhood and consumption of prestige brands appears to have a strong social function, and therefore, interpersonal effects may be significantly affecting the desire and encourage prestige-seeking to purchase or consume.

4) Perceived hedonic (emotional) value: Satisfying emotional desire is beneficial for the brand, especially for luxury consumption; a product's subjective intangible features such as aesthetic appeal are clearly determining the brand selection from prestige-seeking consumers.

5) Perceived quality value (perfectionism): Luxury consumption often underline the specific function of quality and prestige is derived partly from the technical superiority such as extreme care taken during the production process or high functionality have been considered from the brand. Hence, evidence of greater quality expected from luxury or premium brands by prestige-seeking consumers.

With all these information, Vigneron & Lester (1999), recognize that the definition of prestige may vary for different people, depending on their socio-economic background, a society which they are interacting with others, emotional expectations, product quality features and uniqueness of the product. Furthermore, consumers develop meanings of prestige for brands based upon interactions with people in both individual and social level and a brand's prestige
perspective created from a multitude of interactions between the consumers and elements within the environment (Vigneron & Lester, 1999).

2.3 Theoretical Framework: Extrinsic and Intrinsic Factors model

From the review of literature of extrinsic and intrinsic factors, which represented by the product physical attributes and consumers’ personal attributes such as brand name, word of mouth, socio-economic factor, physical product appearance, product features, and prestige; this serves as the major motivating factors influencing brand preferences. We used this to develop the theoretical framework for our study, so we can determine which of these factors are the motivating factors influencing brand preference in Sweden. This conceptual framework is formulated in figure 2 and presented below:

The model/diagram in figure 2 below shows the relationship and connection between the concepts of extrinsic and intrinsic factors to the motivating factors.


The diagram also shows Intrinsic factors, on the lower box which comprise **prestige**, according to Kotler & Armstrong (2010), Vigneron & Lester (1999), Brunso et al. (2005), Calder & Burnkrant (1977), Idoko et al. (2013), Leibenstein (1950), Sauer & Sonderegger (2009), which is the internal factors that can lead to motivating factor influencing mobile phone brand preferences, on the front box.
Figure 2: Motivating factors influencing mobile phone brand preference.

**Legend:**
- Influence of brand preferences
- Interrelated Factors

Source: (Own)
3. Methodology

To achieve the purpose of this research and to answer the research question: What are the motivating factors that influencing University of Gavle students to prefer a particular mobile phone brand?. This chapter discussed the social research guideline we used to achieve this, such as research approach, research strategy, method of data collection and research data collection limitation.

3.1 Research approach

Different researchers such as Gephart Jr. (2013), Denscombe (2012), Saunders, Lewis & Thornhill (2009), Dahlberg & McCaig (2010), Bryman & Bell (2011) and Sogunro (2002) differentiate and discuss the differences between qualitative and quantitative research approaches; they argued that several forms of organizational research can be reported as containing many of the qualities of quantitative or qualitative research; in the quantitative research approach, Dahlberg & McCaig (2010) assert that it is used to quantify research problem in the way of developing numerical data. Sogunro (2002) added that quantitative research is a collection of numerical data is collected through market research for shows, predicting and anticipating a problem. Saunders et al. (2009), argue that quantitative research approach is a starting point for a study of theory about an aspect of organization with a specific, and testable hypothesis, which is formulated from the theory; and important part of the quantitative research process is the generalization of data to test the hypothesis. On the other hand, qualitative research approach, Bryman & Bell (2011) highlight its uniqueness as having a strong emphasis on interpretation of data collected; emphasis is given to the context of the study phenomenon; the structure is minimal and requires flexibility. Denscombe (2012) add that qualitative research uses words or visual images as the unit of analysis rather than numbers, and also applicable for small-scale research. Gephart Jr. (2013) discusses the differences between quantitative and qualitative research approach and how it can be used based on the phenomenon to be study and the goal to be achieved.

Our aim in this study is not to formulate a hypothesis from the theoretical work, and not to test developed hypotheses through generating data, neither to develop numerical data, therefore quantitative approach is not applicable in this study. But by relating our research problem and purpose to a qualitative approach, we made use of qualitative research approach as our research design. This is because our research approach deals with worlds as the unity
of analysis rather than numbers. In support of our choice of approach, Gephart Jr. (2013) stated that qualitative research uses linguistics symbols, and stories to produce descriptions and interpretations of actual behavior in specific settings, rather than numbers and statistics. Thus, this approach is relevant to this study because we used words as interpretative methods to decode the process that leads University of Gavle students to behave as they do in preferring a mobile phone brand and come to terms with the meaning and types of the motivating factors of their influences.

3.2 Research Strategy

This part deals with our choice of case study method, sampling method, data collection method, research data analysis method and research data collection problems.

3.2.1 Case Study

According to Denscombe (2010), there are different types of research strategies to choose from when conducting a research, and that in any kind of research, one of the first and most important steps is to define an appropriate research strategy. We choose case study strategy as the most appropriate for our research. The reason we chose a case study is because, it focuses on a particular set of people instead of general population, and also on holistic view instead of isolation, with the intent to have some important and unique insight into the particular area, this strategy differs from other strategies because it helps to study things in detail and focus on few examples. Denscombe (2010) support this argument by describing case study as an in-depth study which focuses on a specific area rather than the general. In view of this, we used case studies, and also because it applied where there is more observation of the same phenomenon and it will enable replication according to Denscombe (2010). Our case study is University students, and we focused on University of Gavle, and the phenomenon is the motivating factor for preferring a brand of mobile phone. Furthermore, Saunders, Lewis & Thornhill (2009) also describe case study as means of providing answers to questions as, why, what and how. This also proved the relevance of case study as our research strategy, as our research question is: What are the motivating factors, that influencing University of Gavle students to prefer particular mobile phone brand?. Thus, the characteristics mentioned about case study strategy are applicable to our research purpose and question.
As our work is mainly focus on University of Gavle students, we selected 20 students at random, as an example for our investigation; we believe the information from the 20 samples will help us to answer the research question base on their experiences.

### 3.2.2 Population and Sampling

We used a purposive sampling strategy because it seems appropriate to use to explain a particular phenomenon, which is the motivating factors influencing preference of a particular mobile phone brand. We choose purposive sampling, with non-probability sampling techniques because of our knowledge of the sample population and the limited number of people in the population we have access to. The sample population are the University of Gavle students. According to University of Gavle website (2017), the total population of register students at the University as of March 2017 is 14,500 students. In support of the choice of purposive sampling, Denscombe (2010) described purposive sampling as to works where the researcher already knows something about the people or events and deliberately selects among them because they are seen as instances that are likely to produce the most valuable data. Saunders et al. (2009), also explain that with the purposive sample, you need to use your judgment to select from the group that will best enable you to answer your research question. They further state that a purposive sample is often used when working with samples that are informative. Thus, we targeted 20 students based on our judgment and we used purposive sample because our samples are limited to University of Gavle Students. Since this study’s purpose is to explain the motivating factors that influencing University of Gavle students to have a preference on a particular mobile phone brand, a homogenous sample was conducted since the respondent needed to have the experience of the phenomenon. According to Saunders et al. (2009), homogenous sampling focuses on one particular subgroup in which all the samples members are similar, they further state that in the homogeneous group the sample size should be of 4-12 or more (Saunders et al. 2009). This is the reason we targeted twenty students of Gavle University, in an effort to gather data from them and to answer the research questions. Our population group is homogeneous because all the members are similar in terms of being students of University of Gavle, and uses mobile phones.

### 3.3 Method of Data Collection

Hox & Boeije (2005) highlight the importance of data collection for researchers and claimed that there are two main data that can be utilized for research, which they are primary and secondary data. Hence, in this study, we considered research with interviews as primary data,
and previous researches as secondary data such as journals and books. This section presents the process of primary and secondary data collector for this study.

3.3.1 Primary Data Collection Method

The research strategy of this study is a case study, and the suitable method that fit this research strategy is the interview method as the means of primary data collection. Though, we also used secondary data in this work, such as Journals and books.

The interview method was chosen because we needed to get appropriate answers to our research questions based on our targeted respondents’ experience. Denscombe (2010, p174), describes this method as that which is more suitable and compatible to the difficulty of a subject matter and leads to a specific finding by collecting data based on opinions, feelings, emotions and experiences. He further classifies this method into three types as means of collecting the data. One of these is semi-structured, which we used as an appropriate type. Because the semi-structure interview is an appropriate way to understand how a person feels about a particular phenomenon, it helps the interviewee to express his opinion. This method of interview helps the research participant to go as much in-depth as he/she wants in explaining a particular phenomenon. According to Denscombe (2010) one of the disadvantages of this semi-structured interview is that it is time-consuming. Hence, through our method, we used semi-structured interview, with the aim of being flexible in order for our topics which we discussed with our respondents. We let them develop ideas and speak more widely on the issues which we raised with them with the intent to get appropriate answers, which met the purpose of our research. We selected 20 students at random, from University of Gavle; our approach was a face-to-face interview with each person. We conducted the interview by meeting the participants for face-to-face interactions. We use this approach because it is suitable for our study and also permits the research participants to give more information and additional questions during the interview.

We collected our data by first organized time to meet and have the interview with the students. We carried out the interview with the University of Gavle students in Gavle campus on 2017-04-18 – 2017-04-19. We conducted the interviews in English and record it on phone, with permissions from the respondents and we further transcribed the records, in line with Denscombe (2010) guideline.

Table1 below presents the overview of interview number, date, gender, Mobile Phone brand, interview type, location and duration with the participants. Beneath Table 1 is Table 2,
containing interview questions developed according to the literature reviews. Also, for a detailed overview of the interview questions and responses based on the theory, see Appendix 1.

Table 1: Overview of interview activities with the Participants (Source: Own)

<table>
<thead>
<tr>
<th>Interview Number</th>
<th>Gender</th>
<th>Brand</th>
<th>Interview Date</th>
<th>Type</th>
<th>Interview Location</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Female</td>
<td>Apple</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>17mins 44 sec.</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>Apple</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>16mins 12 sec.</td>
</tr>
<tr>
<td>3</td>
<td>Female</td>
<td>Samsung</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>18mins 55 sec.</td>
</tr>
<tr>
<td>4</td>
<td>Male</td>
<td>Apple</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>22mins 32 sec.</td>
</tr>
<tr>
<td>5</td>
<td>Male</td>
<td>Apple</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>16mins 17 sec.</td>
</tr>
<tr>
<td>6</td>
<td>Male</td>
<td>Samsung</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>17mins 23 sec.</td>
</tr>
<tr>
<td>7</td>
<td>Female</td>
<td>Huawei</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>19mins 44 sec.</td>
</tr>
<tr>
<td>8</td>
<td>Female</td>
<td>Apple</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>16mins 23 sec.</td>
</tr>
<tr>
<td>9</td>
<td>Female</td>
<td>Samsung</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>15mins 55 sec.</td>
</tr>
<tr>
<td>10</td>
<td>Female</td>
<td>Samsung</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>17mins 32 sec.</td>
</tr>
<tr>
<td>11</td>
<td>Male</td>
<td>Sony</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>21mins 23 sec.</td>
</tr>
<tr>
<td>12</td>
<td>Male</td>
<td>Apple</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>18mins 21 sec.</td>
</tr>
<tr>
<td>13</td>
<td>Male</td>
<td>Samsung</td>
<td>4/18/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>18mins 12 sec.</td>
</tr>
<tr>
<td>14</td>
<td>Male</td>
<td>Huawei</td>
<td>4/19/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>17mins 11 sec.</td>
</tr>
<tr>
<td>15</td>
<td>Male</td>
<td>Apple</td>
<td>4/19/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>19mins 33 sec.</td>
</tr>
<tr>
<td>16</td>
<td>Female</td>
<td>Apple</td>
<td>4/19/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>7mins 28 sec.</td>
</tr>
<tr>
<td>17</td>
<td>Female</td>
<td>Apple</td>
<td>4/19/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>17mins 23 sec.</td>
</tr>
<tr>
<td>18</td>
<td>Female</td>
<td>Apple</td>
<td>4/19/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>18mins 24 sec.</td>
</tr>
<tr>
<td>19</td>
<td>Male</td>
<td>Apple</td>
<td>4/19/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>15mins 47 sec.</td>
</tr>
<tr>
<td>20</td>
<td>Male</td>
<td>Apple</td>
<td>4/19/2017</td>
<td>Face to face</td>
<td>University of Gavle</td>
<td>19mins 12 sec.</td>
</tr>
<tr>
<td>Question</td>
<td>Factor Section</td>
<td>Factor Category</td>
<td>Theory</td>
<td>Purpose</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-----------------</td>
<td>-------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.1 Are you a student of Gavle University?</strong></td>
<td>None</td>
<td>Background</td>
<td>No theory</td>
<td>Aimed to be sure the student is of the University of Gavle</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.2 For how long?</strong></td>
<td></td>
<td></td>
<td></td>
<td>Aimed to understand how long the student have been studying</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.3 Do you have a mobile phone?</strong></td>
<td></td>
<td></td>
<td></td>
<td>Aimed to be sure the participant is using mobile phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.4 What brand of mobile phone do you have?</strong></td>
<td></td>
<td></td>
<td></td>
<td>Aimed to describe the brand of mobile phone which participants are using</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2.2 Could you explain how brand name is important to you when buying a mobile phone?</strong></td>
<td></td>
<td></td>
<td></td>
<td>Aimed to investigate, the importance of brand name according to interviewees’ individual opinions, and how to affect their purchase decisions.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2.3 What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?</strong></td>
<td></td>
<td>Extrinsic Factor</td>
<td></td>
<td>Aimed to find out interviewees’ opinions about loyalty of brand name when they preferring a mobile phone depend on previous experiences or reasons behind switching their brands</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3.1 How did you find out about this particular brand before you bought it?</strong></td>
<td>Word of Mouth</td>
<td></td>
<td>Arndt (1967), Buttle (1988), Clark et al. (2009), East et al. (2008), Engel et al. (1969), Sheth (1971),</td>
<td>Aimed to find out effects of the social environment when choosing a particular brand and how important the others’ experiences when buying a mobile phone.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Factor Section</td>
<td>Factor Category</td>
<td>Theory</td>
<td>Purpose</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-----------------------</td>
<td>------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2 How important is the design of the phone to you?</td>
<td></td>
<td></td>
<td></td>
<td>Aimed to describe interviewees’ perspectives about product design and how important factor when making purchase decision</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.1 What are the features of this mobile phone that attracted you to purchase the product of this brand?</td>
<td>Product Features</td>
<td></td>
<td>Gwin &amp; Gwin (2003), Mack &amp; Sharples (2009), Malasi (2012), Saif, et al. (2012), Sata (2013), Solomon et al. (2012), Weiss (2002),</td>
<td>Aimed to investigate, what features attracts consumers when deciding to buy particular mobile phone.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.2 How important do you consider mobile phone features?</td>
<td></td>
<td></td>
<td></td>
<td>Aimed to describe the importance of features when deciding to buy a mobile phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.2 In what way did you consider price when purchasing this mobile phone?</td>
<td></td>
<td>Socio-Economic factor</td>
<td></td>
<td>Aimed at investigating interviewees’ personal consideration and try to understand reasons behind their perspectives about price of their mobile phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Factor Section</td>
<td>Factor Category</td>
<td>Theory</td>
<td>Purpose</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------</td>
<td>------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.2 Could you explain how you value the quality of this mobile phone before you bought it?</td>
<td></td>
<td></td>
<td></td>
<td>Aimed to define effects of quality factor according to interviewees when they are buying mobile phone</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 3.3.2 Secondary Data Collection

Hox & Boeije (2005) discusses secondary data as data collected earlier by other researchers or for another purpose than research, such as official statistics, administration report; which are archived and made available through official sources; and another researcher may locate that data sources that maybe useful given their own research problem.

The main sources of theories which we use to discuss the concept of consumers motivating factors of influence, mobile phone preferences, brand preferences, and university students are Journal of Product & Brand Management, Marketing Science, Journal of Consumer Marketing, Journal of Marketing, European Journal of Business and Economics, Books on Consumer Behaviour, and other complementary Books and Journals related to the subject, mentioned in the references were also used. These materials were looked in-depth to find out relevant answers to the support of the research purpose.

### 3.4 Research Data Analysis Strategy

In an effort to achieve our findings we analyzed our data by using the following principles and guidelines. Authors of this study started with general analytical strategy, with intent to develop a system where we can have an order for what we are studying and why we are doing the study. According to Yin (1994), research studies should start with a general analytical strategy which will give the researchers a system by which they can set an order for what to study and why. This includes examining, categorizing, tabulating, or otherwise recombine the data used for the study. He outlines two general analytical strategies that are available when performing a case study, they are:
1. Relying on theoretical propositions: Here he explains that the results from previous studies should be compared to the researcher’s finding from the case study.

2. Developing a case description: Here he explains that, a descriptive framework is developed for organizing the case study. Therefore, meaning that, this should be used when there is little previous research on the subject. (ibid).

In the line of this, we used theoretical proposition strategy analysis and developing a case description as it was a preferable strategy for us to use. These theories were used to develop the questions for our data collections and to compare our findings with those theories. Yin (1994) Further explains and specifies some technique which can be used to analyze the data in two forms.

1. within-case analysis: This is to compare the collected data with the used theory.

2. cross-case analysis: This is also to compare data from one case with another case. Therefore, we used within-case analysis and cross-case analysis and compared the collected data with the theories we used and cross-checked it with each case.

Furthermore, according to Miles & Huberman (1994), a qualitative analysis comprises of three existing flows of activities such as:

1. Data reduction: This was explained as a stage of qualitative data analysis select, abstracts, simplify, focuses and transformed the collected data, with the aim of organizing the data in order to draw and verify conclusion.

2. Data display: This was explained as, when done with reducing the data, it should be displayed in an organized and put together in a way to enable easy conclusion drawing.

3. Conclusion drawing and verification: This means in the last stage the researcher should decide the meaning of the facts, noting regularities, patterns, explanations, possible configuration, causal flows, and propositions.(ibid).

Firstly, in the line with the plans recommended by Miles & Huberman (1994) on how analysis activities should be conducted, we transform the collected data in line with our research questions. Secondly, we present the data in a structured and reasonable way in line with our research question and noted the regularities from the respondent’s responses in areas such as brand name, word of mouth, socio-economic factors, Product physical appearance, Product features and prestige. And finally, we analyze findings and draw the conclusions of the study.

We described the interview data collected in four steps in chapter 4:

- Short write-up on the twenty cases conducted.

- A summary of analysis of the factors of influence from the twenty cases.

- An attempt to create typical regularities from the twenty cases and compare them.
- Discussion and conclusion of the findings from the analysis of all the extrinsic and intrinsic factors of motivation.

### 3.5 Research Data Reliability and Validity

Yin (1994) discuss quality of a research work and the results achieved to be measured in four ways, and recommend that in a case study, researcher should exploit four aspects of the quality of any design, which are construct validity, internal validity, external validity, and reliability, construct validity is by setting up correct operational measures for the concepts being studied, internal validity is by establishing informal relationship, external validity is by establishing the premises which study findings can be generalized. Reliability is by demonstrating that the operation of the study can be repeated with the same result (Yin, 1994).

In this study, we were concerned with the difficulty to check for the reliability of the data that we collected from the respondent, as the information we were expecting from them were based on their personal experiences. But we were able to checkmate that through consistency of their responses.

We ensured the quality of the data we got from our respondent by checking if they are commenting authoritatively on the topics or speaking as one who has a little knowledge on the topic. We measured this by rephrasing each question with the respondent after an answer on each topic we raise with any of them, to reconfirms the first answer they provided. We made sure to ask the questions clearly and in a neutral voice.

We also made sure not to ask leading questions in order to limit the bias in the answers. Achieving reliability can be challenging since every interview differs in some way. Body language and how you present yourself could influence the attitude of the answers, this can lead to interviewee bias since they answer in a way they think appropriate for you. But, we tried to avoid that by establishing a good rapport with them and gained their confidence.

To ensure the high validity of this study, we developed a suitable conceptual framework, which comprises of clear and well-developed concepts, and the concepts were chosen and developed in line to the research problem and the aim we planned to achieve. In collecting our primary data, we made sure that our interview questions were formulated from our conceptual framework and its component to reflect our theoretical framework.
To ensure internal validity of this study, we tried to developed informal relationship with the respondents by the means of free flow style of conversations and humor; this enabled us to gain their confidence to speak freely with an open mind.

3.6 Research Data Collection Limitation & Ethical Issues

Accessing our primary data was not an issue because, we are able to locate our respondents within the campus premises, though some students decline to be interviewed. There were two of the authors doing the interview and recording it with a phone, this means that the result is less subjective. We considered that there may be some ethical issues with the types of questions we ask; some questions seem to be intrusive or personal. According to Denscombe (2010) Intrusive questions are linked to data quality. The interviewee may also answer in a way in order to be seen as “socially desirable”. This research was about their personal possession. Considering the nature of the research, we tried to explain our purpose and goal to them. The Language was also not an issue when we were conducting this research; this is because we interviewed University students that speak English fluently. When conducting this research, financial resources were also viewed as an issue, but fortunately, we found the right people and interview them, except the cost of transportation from Borlange to the Gavle University campus, incurred by one of the authors. Time was an issue considering how much time we had to complete the study. We needed to have an effective time management plan in order to gather the information and analyze the data appropriately. Analyzing interviews was time-consuming since one has to convert the information into results. We also managed to ask non-leading questions, and not to influence the answers in any way. Given the nature of our interview, open questions cause less bias because the respondents answered in their own flow.

We did these in order to present a quality research study void of bias and void of breaking research ethical rules, in line with Denscombe (2010) research guidelines.
4. Empirical Data

This chapter includes the empirical data collected from twenty students at University of Gavle by face to face interviews and presents all the collected data according to the factors that motivate mobile phone preferences, such as, brand name, word of mouth, prestige, socio-economic conditions, physical product appearance and product features. Each of these variables is separated into two main section, intrinsic and extrinsic factors.

4.1 Extrinsic Factors

Extrinsic factor refers to external attributes of the product, which serves as motivating influences. This section presents empirical data collected from the respondents on product extrinsic factors.

4.1.1 Brand Name

The Brand name was investigated as an external factor, to determine its role, as motivating influence on purchasing decision among the respondents. Detailed information gathered from interviewees’ responses is presented below and their responses give us valuable information about brand preference and how brand name is perceived from consumers.

Most of the interviewees agree that brand name represents quality and reliability for them.

The twenty interviewees use mobile phone brands, such as Apple iphone, Samsung, Sony, and Huawei. Very few said that they chose a brand because of the brand name, while others chose a brand because of other reasons than brand name, and said brand names are not their priority.

Interviewee 1 uses an Apple iphone, and she bought the phone when it was first released and has been using the brand since then. The respondent find out about the phone brand through her friends recommendation. The respondent added that she consider iphone brand name as important because of her previous experience with iphone, and she formed a habit with iphone as a brand.

“I find out about iphone as a brand through my friends and their recommendations about the brand made me to buy it, and since then it has become my favorite brand” (Interviewee 1, 2017).
Interviewee 2 uses an Apple iPhone brand. She chose the brand because everybody has it, her friends told her that it is a good and easy phone to use, and she liked the way it looks. Her friend’s recommendations influence her to the brand. She explained that brand name represent quality and reputation. Another important thing she consider in choosing an Apple as a brand is because, no one complain about the brand, and all her friends are using it, and also because it is a well-known and popular brand. More so, her previous phone also was an Apple brand and that she likes it because she has not face any trouble with it since she started using it.

“I choose the brand because everybody has it, and my friends recommend it as good and easy brand to use” (Interviewee 2, 2017).

Interviewee 3 uses a Samsung brand phone. She chose a Samsung brand because she has positive attitudes towards the brand; she explained that the positive attitude is because of the features, she focuses on phone features when buying phone, and if she find out another brand that has better feature, she will switch to that brand. For her, brand name is not important, she explained that she has used different brand previously, such as iPhone and Nokia, but dislike them due to additional charges, but find Samsung as better, and she has been using it for long time.

“I chose my Samsung brand of mobile phone because of the features, features of phone is important to me, but brand name is not important” (Interviewee 3, 2017).

Interviewee 4 uses an Apple iPhone brand. He considered an Apple as a well known brand name and universal. He explained that many people rely on Apple because of the brand name. He started with iPhone 4 and latter upgrade to upper model of the brand. More so he explained that the brand name is very important on his own view, he has been using same brand since the first time it was released, and explained that another thing that is important to him about phone is the easiness to use and the flexibility and these he find on iPhone brand, and more so, it has some variable of functions that helps him to do a lot of thing.

“Brand name is very important on my own view” (Interviewee 4, 2017).

Interviewee 5 uses an Apple iPhone brand. He chose it because of it interferes with his devices, such as iPad, and Apple computer, he explained that the connections between them is good, and he had used an apple brand previously and never had any problem with the brand, therefore he stick to the brand because he is happy with it, he further explained that an Apple brand stand for good quality for him, and even his next phone will still be an apple brand, because he put important to that. Furthermore, he explained that before he comes to know
Apple brand he was using HTC brand, and he was not happy with it, hence he change to Apple brand.

“I chose Apple iphone brand because it interferes with my devices like ipad and apple computer, and am happy with the brand” (Interviewee 5, 2017).

Interviewee 6 uses a Samsung Phone brand. He chose the brand because of the brand name, he explained that he associate mobile phone with it name, especially a well know good name and expensive, he relate it to high quality, brand names like Apple, Samsung and Huawei. He explained that based on this he chose his Samsung phone brand as a name, and also because Samsung has a known good quality of screens, and good quality of camera. He further explained that he do not care so much about brand name, but if brand name is something he do not know, but find out that it has good quality, then he can go for it. Furthermore, he explained that he has been using Samsung as a brand even his previous phone, and that he is happy with Samsung brand because of it quality, has everything he needs.

“I chose Samsung phone because is a well known brand that has good quality of screen and camera, though I do not care much about brand name but I put importance on quality” (Interviewee 6, 2017).

Interviewee 7 uses a Huawei phone brand. She chose Huawei brand because of the long battery life and the good camera, she explained she always check all the things she needed on a phone before she decided to buy or not. She further explained that brand name is not important to her that she only goes for a phone that meets her needs irrespective of the brand name. Furthermore, she explained that she has changed a lot of phone brand since previous years, because she did not feel herself as loyal to any brand.

“Brand name is not important to me, but phones that meet my needs irrespective of the brand name” (Interviewee 7, 2017).

Interviewee 8 uses an Apple iphone brand. She chose this brand because of its simplicity and the camera quality. She considers these things as very important before buying the phone. She explained further that the brand is reliable and meets her expectations, and she used the same brand as her previous phone, hence she has become very conversant with the brand.

“I chose iphone brand because of its simplicity and the camera quality” (Interviewee 8, 2017).
Interviewee 9 uses a Samsung mobile phone brand. She considered the brand as a good brand but she did not take it as priority because her friends and families uses Samsung brand, and she chose the brand because of that. She explained that brand name is not important to her, but she chose the brand because of her friends and families recommendations, and the brand was the same as her previous phone.

“Brand name is not important to me” (Interviewee 9, 2017).

Interviewee 10 uses a Samsung mobile phone brand. She chose Samsung brand because she faced some problem with her previous mobile phone brand, and decide to try Samsung brand. She explained that brand name is not important to her, that her previous brand show her that a well know brand can fail and does not work for her and therefore hopeless with phone brand names.

“Brand name is not important to me” (Interviewee 10, 2017).

Interviewee 11 uses a Sony phone brand. He chose the brand because of its slimness, his friends use the same brand, and also because of discount. He explained that the Phone brand was on sale as of that time he bought it and he did not bought it because of brand name. Furthermore he explained that he always wait on sale for new phone, brand name is important to him because of quality. He explained he has change brand phone several times, such Iphone, Nokia, and Samsung.

“I did not choose the phone because of the brand name” (Interviewee 11, 2017)

Interviewee 12 uses an Apple Iphone brand. He chose an apple iphone because the brand name is in English, it is easy to pronounce compare to other brand name that is in Chinese, and also because he had previously used a version of Iphone which works well for him. He explained that brand name is important for him, because it give him positive feelings about phone and reliability. “Brand name is important to me” (Interviewee 12, 2017).

Interviewee 13 uses a Samsung mobile phone brand. Brand name is not important to him, but considered a phone to meet his needs as very important irrespective of the brand. He explained that applications is what is important to him, his previous phone brand, Nokia was not having enough application, and he looks for another brand that has enough application based on his needs and bought it. “Brand name is not important to me” (Interviewee 13, 2017).
Interviewee 14 uses a Huawei phone brand. When asked what he considers about brand name in chosen a phone, he explained that brand name does not matter to him; he bought his phone because it was on sales. He further explained that brand name is not important to him, but matters are price and features that meet his needs. “Brand name does not matter to me”.

Interviewee 15 uses an Apple iphone brand. He considered an Apple brand as quality, and chose the brand because it is a good quality product. He explained that brand is important to him because it reflects quality and secure and has been using an Apple phone brand for past six years, but before then it was Nokia. “Brand is important to me” (Interviewee 15, 2017).

Interviewee 16 uses an Apple iphone brand. She chose the brand because she has a previous good experience with the brand; and explained that, brand name is not important to her as the functions. “Brand name is not important to me like the phone functions” (Interviewee 16, 2017).

Interviewee 17 uses an Apple iphone brand. She chose the brand because everyone chose the brand. She explained that brand name is not really important to her, but somehow she considered it, and she has been using the brand even as her previous brand.

Interviewee 18 uses an Apple iphone brand. She chose the brand because her friends were use it, and they recommend it to her; she explained that brand name is important because it reflects quality and features.

Interviewee 19 uses an Apple iphone brand. He chose the brand because of his friend, his friend introduces the brand to him, and he bought it. He explained that brand name is not important to him, but what he likes is the simplicity of Apple brand, which is why he chose the brand.

Interviewee 20 uses an Apple iphone brand. He heard about the brand for long time through his friends, and he choose it because of its simplicity and easy to use, and he bought it because of that.

“I chose the brand because of the simplicity and it’s easy to use, not because of the name” (Interviewee 20, 2017).
4.1.2 Word of Mouth

Word of mouth was investigated as an external factor, to determine its roles, as motivating influence in purchasing behavior and decision among the respondents. The information gathered from interviewees is stated below.

Most of the interviewees explained that they are influenced by their social circle to choose their mobile phone brand. Responses gathered from the interviewees’ prove that, word of mouth and social circles are playing important role when consumers a preferring mobile phone.

Interviewee 1 find out about her Apple iphone brand through her friends, who also uses the brand. Her friend’s experiences and recommendations about the brand made her to consider the brand as a good brand, and thereafter lead her to buy the phone.

“The main reason I choose iphone is because of my friends, they told me is very good phone and easy to use” (Interviewee 1, 2017).

Interviewee 2 chooses the Apple brand because of her friend’s recommendations, and that was her main reason for buying the brand at first place.

“I think everyone had an iphone and I decide to buy one” (Interviewee 2, 2017).

Interviewee 3 considers Samsung brand as a popular brand, many of her friends were using it before she bought it, and explained that as the reason she bought the phone.

Interviewee 4 got to know Apple brand through friends, and media advertisement. Many of his friends were using an Apple brand and that influenced him to buy the brand.

Interviewee 5 finds out Apple brand through his friends. His friends were using Apple and they were happy with it, and that influenced him to buy Apple Iphone brand at first place.

Interviewee 6 find out about Samsung brand phone from the media, such as TV, billboards, but before he bought the brand, he reviewed and read other people’s experience about the brand before making his decision to buy it.

Interviewee 7 find out about Huawei phone brand through her friend. Her friend introduced her to the phone, and showed her how to compare feature of phone to each other, she made her own research with several brands and model which meet her needs before making her purchasing decision. She explained that her decision was not base on brand but on meeting her requirement base on her needs. “My friend introduced me to the phone” (Interviewee 7, 2017).
Interviewee 8 started using an apple iphone because all her friends have it, and they recommend the brand to her. “I did not hear anything bad about the brand, and my friends recommended me to buy it” (Interviewee 8, 2017).

All other Interviewees explained that they found out about their phone brands through their friends and family members, and from their recommendations they made the decision to buy the brand.

### 4.1.3 Physical Product Appearance

Physical Product Appearance as an external factor was investigated, to determine its roles as motivating influence in chosen brand of a product among the respondents. The information gathered from the interviewees is stated below.

Most of interviewees agree that, phone should be nice and good looking, but not all explained that it influenced them on their decision to buy their phones.

Interviewee 1 considered the appearance and the design of an iphone brand as nice, good looking, simple and clean. She explained that mobile phone physical appearance is important to her, and that is one of the things that influenced her decision to buy iphone brand, because she likes her phone to be simple and clean.

“I think the appearance is quite important, I like how it looks and it is quite simplistic and minimalistic in appearance” (Interviewee 1, 2017).

Interviewee 2 explained that she considered the iphone as good looking and no other phone looks like it if she is to compare with other brands. She explained further that she put appearance in consideration before buying the phone. When asked how important a phone design is to her, she explained that a phone should be nice and good looking, but for her, it is not the most important.

“I put appearance in consideration when buying my phone, but that is not the most important to me” (Interviewee 2, 2017).

Interviewee 3 explained that phone appearance matter to her in terms of size and thickness. She considers the size, thickness and always goes for something handy. She further explained that design of a phone is very important, but not priority for her.

“The size and thickness matters for me, because am a woman and I need something handy,….design of a phone is important but not priority for me” (Interviewee 3, 2017).
Interviewee 4 explained that he considered the unique features, such as portability and the classic look before buying the phone, because it is easy to walk with. He further explained that phone design is important to him.

Interviewee 5 explained that he considered the phone brand appearance as good looking, and it is important to him. The appearance also affected his purchasing decision; he explained further that phone design is important to him.

Interviewee 6 explained that he considers the phone appearance as important, and if a phone do not fit his hand, or if he do not like the shape he will not buy it. He added that most of phones are similar in specification and appearance matter to him. Design also matters to him and he considers that before buying his phone.

“Design and appearance are important for me; I would definitely consider the design before buy the phone” (Interviewee 6, 2017).

Interviewee 7 considers the phone appearance as important. She explained that it is important because she do not like big phones and prefers small phone, her past phones are really small, and the current one she is using is thin, not too heavy and also she like the colour, but that is not the most important thing to her. Furthermore, she likes the phone design, but that did not really matter much to her. “I like the phone appearance and the design, but that is not the most important thing to me, it does not really matter much” (Interviewee 7, 2017).

Interviewee 8 thinks that phone appearance is quite important to her, because she like the way it looks, simplistic and minimalistic. Furthermore, she explained that the phone design is important but not priority for her.

Interviewee 9, when inquired what she consider about the appearance of the phone before deciding to buy the brand, she explained that the phone look nice, but is not important because most of the phones look similar recently, maybe a little bit about the size. She explained further that the design is important in terms of size, because she like convenience size to fit her hand, otherwise features is not that important for her.

Interviewee 10 likes the appearance of her phone brand, because it is curve and she like how it looks. She explained that she did not put much consideration on the design, but is simple to use.

Interviewee 11 considers phone appearance to be slime, because he likes slim phones. He added that he prefer slime mobile phone in terms of phone design.
Interviewee 12 explained that he considers the appearance of the phone before buying it. He explained that the appearance was appealing, and the design was suitable and attractive to him.

Interviewee 13 explained that he considers the appearance of his phone before buying it, because of the aesthetics and the good looking. He added that in terms of design, aesthetic design is very important to him.

Interviewee 14 explained that the important thing to him about the appearance is the functions; the phone should feel good in the hand and have easy access to all the buttons. He added that the design should have good appearance.

Interviewee 15 explained that he considers the phone appearance in terms of looks, he like the looks of the phone. He added that the design look fancy when he compared it with other mobile phones. Interviewee 16 explained that phone appearance is a matter of looks, and if it is nice, she will buy it; and added that design is important to her.

Interviewee 17 explained that at the time she bought the phone, she did not consider the appearance, but she prefers small phones; and in terms of design, size is important but not priority for her. “I prefer small phones in terms of design, but not a priority” (Interviewee 17, 2017).

All other interviewees explained that phone appearance is not important to them, because nowadays mobile phones are similarly the same, but the design should not be too big or too small; they further explained that phone design is not important to them, and does not affect their buying decisions.

### 4.1.4 Product Features

Product features is another external factor that was investigated to understand the importance of its role on the respondents purchasing decision. The information gathered from the interviewees is stated below.

Most of the respondents said features are sort of important when deciding on the mobile phones, such as camera, storage, operating system, processor, easy to understand, simple to use and battery capacity. Some of them said the importance of features depend on their needs and expectations. While some said that camera is important because they are using their phone for taking pictures and uploading to social media;
Interviewee 1 explained that she likes good camera, simple settings and logic settings as features of her phone, but that is not most important to her.

“I think, it is important to have a good camera and simple settings, logic settings. That is what I like the most, but that is not much important for me” (Interviewee 1, 2017).

Interviewee 2 explained that the phone feature she likes is the good camera and the imessage which enabled her to send text to everyone, because everyone among her friends have same brand. She explained further that she do not consider phone features as much important when she bought the phone.

“The features is not that much important for me” (Interviewee 2, 2017).

Interviewee 3 and 5 explained that the features that attracted them to their phones are the camera, sensor systems, app stores because it has fast update but there are less important to them.

“Features is not that much important” (Interviewee 3, 2017), “features affects my choice, but it is less important” (Interviewee 5, 2017).

Interviewee 4, 6 and 7 explained that features of phone is very important to them, in terms of easy to use and functions, connectivity, accessibility, battery life and operating system and when a phone does not have those features, they will not buy such phone.

“Features is very important for me” (Interviewee 4, 2017), “It is very important for me, if my phone does not connect to my Bluetooth speakers or the connectivity is bad, then it does not make sense for me to buy it” (Interviewee 6, 2017).

and “I think the camera is a most attracting feature for me when deciding a mobile phone” (Interviewee 8, 2017).

On the other hand, some respondents said that,

“For me, features are important, like if I buy a smart phone it has to do something, in terms of connectivity, accessibility, and ease of use, for example, if my phone does not connect to my Bluetooth speakers, it is useless for me, every smartphone make similar thing nowadays, but connectivity and functionality plays role for my buying decision” (Interviewee 6, 2017).

Interviewee 7 explained that operating system and battery life is things she considers
“Features, yes the first one, battery is important for me, especially smartphones are run out of battery quickly and battery life is important, also operating system is important, I’m familiar with Android and like it, so when you have Android it is same in every phone” (Interviewee 7, 2017).

An Interviewee explained that features which affect his decision are music, headphone quality and waterproof capability of the mobile phone. Some respondents said that, ease of use and stability on system attracts them. Another interviewee explained that important part of features which he considers is, the features of the phones should adapt developments and trends, brands should develop their features according to technological changes and recent needs. Similarly, most of the respondents said that features of phones are important when making a purchase decision. However, some of them explained that, when buying a well known high-end phone with a prestigious brand, they are sure with the features the product will bring.

Some interviewees explained that they consider features which they need and they evaluate products on the market before making their purchase decision. On the other hand, some interviewees explained that features are important but not affecting some of them on purchase decisions, because most of the well-known mobile phone brand offers pretty much similar features nowadays, and some of the respondents does not even have to think about features on phone, because they trust their brands to bring these features.

4.1.5 Socio-economic factors

Socio-economic factors such as price is another external factor investigated, to ascertain its roles on the respondents buying behavior and important of price to their buying decision. In this section, authors aimed to understand economic factors that affecting buyers’ decision and evaluate the importance of price for interviewees. The information gathered from interviewees is stated below.

All respondents were students and some of them stated that, price is important but if they see that the phone worth it, they are willing to pay more.

Some of the interviewees explained that they think price should be important but for them it does not matters, irrespective of how expensive it is, provided the phone worth the price.
“Yes, since I paid for it myself, and thought it was expensive, but considering how good it is so I think it worth it, so if it worth it, price is not that important for me” (Interviewee 2, 2017).

Similarly, “Since I’m a student, I should consider price, but in general, if the phone worth it, am willing to pay more” (Interviewee 9, 2017).

Some Interviewees explained that price is reflection of quality and if the phone is expensive the quality and features are good. They further explained that expensive phones are more durable and use for long term and they will use the phone for a long time and no need to change it so often.

“I think when you pay high price for a phone, you get good phone and it works at least two years, so price is not important for me” (Interviewee 6, 2017). “I don’t consider price as priority when I buy electronics, because I want to go for the best one when I buy electronics, because I want to use it for a long time” (Interviewee 3, 2017). “I can accept higher prices, when I had HTC phone it did not work as long as this iphone, so for this I can accept expensive phone, it can compensate based on time and quality, so it the worth price” (Interviewee 5, 2017).

Interviewee 7 and 11 explained that they put importance on prices and looks for discounts to compensate they budget and get cheaper than normal price. Furthermore they explained that price is important to them and that affects their buying decision. They made market research in consideration with their budgets, before making purchase decision in line with the best option for their budget.

“Price is the most important thing for me, as a young consumer I focus on budget, I always prefers sales and discounts, for example, I have student discount card and they send emails about discounts and I’m following them, it is important for me to follow discounts and it affects my decision,” (Interviewee 11, 2017). “This case is special, because I’m not working and I considered price when I was buying this phone, I had a budget for it and I was looking for a phone that fits my budget and the same time meet my needs” (Interviewee 7, 2017).

The other interviewees explained that cheap products is believed to have bad quality and causes problems, so they do not prefer to buy the cheapest product to avoid problems even if they have limited budgets, hence price do not matter to them in terms of purchase decision.
4.2 Intrinsic Factors

Intrinsic factors refer to internal attributes of consumer’s personal taste to products, which serves as motivating influence. This section presents empirical data collected from the respondents on their personal intrinsic factors to the product.

4.2.1 Prestige

Prestige was investigated as an intrinsic factor, to determine its role on the respondent’s decision towards product preferences, and on how it affects their purchasing decisions. In this context, prestige is used synonymously with quality because it is a symbol of respect and reputation (Onkvisit & Shaw, 2004). Below are the responses from the respondents.

Most of the respondents said that, their phones are luxury mostly because of prices, and believe that some brands are luxury brands and have big influence when making purchase decision. This interviewees perceived quality as related with image of brand, word of mouth, phones features and appearance of the phone, and all these factors are combined in terms of quality of phone which influenced their buying decision.

“I think it was really cool and classy, so it definitely affected my buying decision that time” (Interviewee 1, 2017). “When I bought this phone, it was newly released, so I considered it as luxury before buying it” (Interviewee 3, 2017).

Interviewee 5, 7, 11 and 15 explained that they believe that their phones are not luxury even when they are expensive. Furthermore they added that it could luxury phones but they do not prefer luxury phones.

“When I purchased my phone, it was on order and newly released, so that time it has some prestige but I cannot say it is a luxury phone but I can say classy for it” (Interviewee 5, 2017). “When you buy something expensive it can be perceived as luxury but in this situation, iphone is good and expensive but it is not luxury” (Interviewee 15, 2017). “I don’t know what is a luxury phone, because all phones are pretty common, if you are talking about the brand, I think Apple is a most prestigious brand, but I couldn’t say it is a luxury but more prestigious maybe or popular” (Interviewee 7, 2017).

Some of the interviewees explained that they do not prefer luxury phone if they focused on other expectations from mobile phone such as usability and features. While all other interviewees explained that price reflects the quality and expensive phones have good quality.
Furthermore explained that brand and images reflect the quality as well, and others experience, phones features and appearance is also reflection of quality which the put in consideration when making purchasing decision, and that influenced them.

Some respondents stated that expensive phones have good quality and price reflects the quality

“Price offers quality I think, of course, it is important for me” (Interviewee 18, 2017).

### 4.3 Summary of the motivating factors from empirical data

<table>
<thead>
<tr>
<th>Extrinsic factors</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand name</strong></td>
<td>Brand name is important but not priority&lt;br&gt;Very few of the respondents said, they choose their mobile phone type because of brand name, while other majority said other reasons than brand name, saying though, brand name is important but not priority for them.</td>
</tr>
<tr>
<td><strong>Word of mouth</strong></td>
<td>Friends and families recommendation was first priority&lt;br&gt;Most of the respondents said, they got to know about their mobile phone type through their friends and families, and their recommendations influence their decisions for buying their mobile phone.</td>
</tr>
<tr>
<td><strong>Physical product Appearance</strong></td>
<td>Physical appearance is important but not first priority&lt;br&gt;Most of the respondents said, mobile phone physical appearance is important to them, but it is not their first priority when buying their mobile phone.</td>
</tr>
<tr>
<td><strong>Product Features</strong></td>
<td>Features, to all it's important, to some it does not affect their decision&lt;br&gt;Some of the respondents said mobile phone features are kind of important, depending on their needs, and such affect their buying decision; features such as camera, storage, operating system, processor, user-friendly, simplicity, battery life, connectivity, music and headphone</td>
</tr>
</tbody>
</table>
quality. While some said, features are important but do not affect their buying decision, because most of the mobile phones are similar this day.

<table>
<thead>
<tr>
<th>Socioeconomic factors</th>
<th>The price is important but does not matter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Most of the respondents said, price is important, but do not matter to them if the mobile phone worth the price, saying they are willing to pay for an expensive phone, even though they are students without jobs, while, a respondent said he always go for sales, and discount to buy a product cheaper than normal price.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prestige</th>
<th>Prestigious and classy, high-quality matters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Some of the respondents said, their mobile phones are luxury brands, mostly because of their prices, and influence their buying decisions; while some said, their mobile phones are not luxury even though there are expensive, but can be seen as prestigious and classy. Most of the respondent said high quality influences their buying decision most.</td>
</tr>
</tbody>
</table>

Table 3: Summary of motivating factors from the empirical data (Source: Own)
5. Analysis

In this chapter, authors provide analysis of the empirical data presented in chapter 4. The analysis was developed by linking the literature review presented in Chapter 2 with the empirical data.

5.1 Extrinsic Factors

This section was divided into two main headings, namely the Intrinsic Factors and Extrinsic Factors, in line with the theoretical framework used, and the analysis produces the authors’ findings. The section was separated into two because it has been argued that, consumers purchasing decision are influenced by an intrinsic and extrinsic factors when choosing products, according to cue theory (Aqueveque, 2006; Srinivasan & Jain, 2004; Zeithaml, 1988; Olson & Jacob, 1972; Osmud, 2011; Bredahl, 2003).

Extrinsic factors are related to the physical product attributes, such as product physical appearances, product features, word of mouth, brand name, and socio-economics, which provide emotional appeal. Hence, extrinsic product factors include external attributes of a product, which serves as motivating factors of influence for consumers in preferring a particular product. Some scholars have associated extrinsic product factors as dominant in consumer’s purchasing behaviour more than intrinsic factors, especially, when intrinsic factors are not available or the attribute needs more efforts than the consumer anticipated (Zeithaml, 1988). Thus, authors evaluated the brand image, word of mouth, physical product appearance, product features and economic factors as extrinsic factors and divide the variables into subtitles in this section. Following sections include analysis of extrinsic factors.

5.1.1 Brand name

As the results of this study show that, brand name and image have a significant influence on consumers, especially on those that gained loyalty on a particular brand. Positive experiences with the brand can enhance the brand loyalty and in the same way, negative experiences can cause switching of the brand. Keller (2003) stated that brand image can be seen as the perception that is held in consumer’s memory. Similarly, findings of this study show that the image of a brand symbolized the product; thus, this is mainly in line with the definition provided by scholars we used, the literature such as Kotler & Keller (2006), Keller (2003), Idoko et al. (2013).
According to Idoko et al (2013), argue that some brands of the mobile phone can easily rouse some images in the consumer’s memory, which may inspire or prevent purchase behavior towards a particular brand of product. Regarding our findings from the respondents, it shows that there is significant relevance between brand image and purchasing decision, in both positive and negative ways. Some of our respondents informed that if their previous experiences are good with any particular brand, they will have positive feelings towards that brand; on the other hand, some respondents said that, if previously they had negative experiences with any particular brand, they will avoid buying that brand. Hence, our findings from the respondents agree with literature arguments and some brands of mobile phones have an image in the consumer’s memory, and which inspire or prevent purchase behavior towards a particular brand of a product. Similarly, Brown & Dancin (1997), Keller & Aaker (1994) and Winter (1988) agreed that consumer’s knowledge of company influences their response to its products brand name.

Also, Dawar & Philip (1994) argued that brand names are relied on more heavily than price or physical product appearance. Gathered information from the respondents agree that brand name has an influence and represents some perceived value, thus brand image affects buyer’s decision regardless of price and appearance.

Additionally, Whyatt (2008) argued that particular brand names have an attraction and consumers look for particular brand names; in regards to that, the finding of this study is kind of agreeing with Whyatt (2008), the gathered information from the respondents shows that few of the respondents agree that, they are looking for a particular brand. Just a few respondents stated that they are using the same brand and do not think of switching their brand. However, most of our respondents argue that they are looking for a phone which meets their needs and they are not making purchase decision just because of the brand name.

The following table shows the summary of analysis for brand name as a motivating factor.
Table 4: Summary- Analysis of Brand Name (Source: Own)

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Empirical Findings</th>
<th>Theory</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extrinsic</td>
<td>Brand name and image have significant influence on consumers</td>
<td>Keller (2003), Kotler &amp; Keller (2006), Idoko et al, (2013),</td>
<td>Findings of study agree with the literature, which brand have a significant influence on consumers and image of brand represents the phone.</td>
</tr>
<tr>
<td></td>
<td>The brand image may affect purchasing decision, in both positive and negative.</td>
<td>Brown &amp; Dacin (1997), Keller &amp; Aaker (1994), Keller (2006), Winter (1988), Della et al (1981), Krutulyte et al. (2009), Hasanet al (2011), Varela et al (2010), Whyatt (2008),</td>
<td>Findings of the studyshow that brand image represents the product and that image affects consumers to prefer any particular brand and literature agree with that. Gathering information from interviewees shows that brand image can be shared with users’ previous experiences, thus good experiences inspire consumers to buy any particular brand or failures and bad experiences prevent to prefer that brand.</td>
</tr>
<tr>
<td></td>
<td>Some brands of mobile phone have an image in the consumer’s memory and which may inspire or prevent purchase behavior towards a particular brand of product, depend on consumers’ experiences.</td>
<td></td>
<td>The Literature argues that particular brand names have an attraction, and consumers look for particular brand names mostly. However, findings of this research show that few respondents prefer to buy a particular brand without considering other factors, and most of the interviewees said if other phones offer better quality and features they may switch their mobile phone brand.</td>
</tr>
<tr>
<td></td>
<td>Just a few interviewees stated that they are using the same brand and don’t think of switching the brand.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5.1.2 Word of Mouth

Results of this study show that one of the most effective factor that influencing buyers’ decision is word of mouth. Arndt (1967) claimed that word of mouth is the process where two or more people discuss orally, and one of them, the speaker, expresses his/her views. Similarly, Buttle, (1988) explained that word of mouth is interaction between people, and they transferred knowledge and experiences among each other on how they feel about something, based on what they know, or what they do, and it is seen as a significant factor that affects people when making purchase decision. In regards to this, the findings of this study show that
respondents have influence from their social circle, such as friends and families and they took their recommendations before making a purchase decision. Most of the respondents agree that they considered their social circle, and they put importance on their recommendations when making their purchase decision. Also, Sheth (1971) stated that word of mouth increase the knowledge regarding an innovation and also, increases the decisive feeling of buying, and trying a new product. Hence, the findings from the respondents support this argument, and they agreed on words of their friends which increases their knowledge on a mobile phones choice.

Also, some of the respondents stated that they choose a particular brand because, their friends have recommended it, and almost all of them agree that they have been influenced by their social circle, such as friends and families. Hence, empirical findings of this study confirmed the literature studies about word of mouth, and agree as the factor that influence strongly on buyer’s decision; thus, the findings strongly related with the scholars, such as Buttle (1988), Arndt (1967).

Engel et al. (1969) argue that, if consumers have been faced with some negative experiences with any particular product, the unpleased consumers will not buy the same product again, and they will spread their negative experiences to more people. Additionally, Buttle (1988) added that customers are likely to share their disappointment about a product twice as much than their positive experiences. Findings of this study agree with that, and some of the respondents stated that, if they are not satisfied with a mobile phone, they will not buy again and they will not recommend any of their friends. Hence, according to literature, word of mouth have an important role on consumers when making a purchase decision, and the findings of this study confirm the importance of word of mouth through the gathered information from the respondents.

The following table shows the summary of analysis for word of mouth as a motivating factor.
Table 5: Summary- Analysis of Word of Mouth (Source: Own)

<table>
<thead>
<tr>
<th>Factor Category</th>
<th>Empirical Findings</th>
<th>Theory</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Extrinsic</strong></td>
<td>Most of the interviewees agree that they have been influenced by their social circle, such as friends and families, and findings of this study show that others’ opinions have been considered when buying a mobile phone. Some of the interviewees stated that they choose a particular brand because their friends have recommended it. Thus, one of the most effective factors that influence buyers’ decision is word of mouth.</td>
<td>Arndt (1967), Buttle (1988), Engel et al. (1969), Clark et al. (2009), Clark et al. (2009), Engel et al. (1969), Hammond and Lomax (2008), Arndt (1967), Buttle (1988), East et al. (2008), Sheth (1971), Buttle (1988), Engel et al. (1969), Buttle (1988),</td>
<td>Literature argues that others’ experiences have been transferred one by one with word of mouth, and findings of this study confirm that consumers take opinion from another person from their social environment. Literature showed that people are interacting with each other, and transferring knowledge and experiences, based on how they feel about something, and also based on what they know, or what they do, and it is seen as a significant factor that affects people when making purchase decision, thus findings showed that information and feeling have big influence on mobile phone preference. Literature argues that word of mouth can enhance consumer knowledge with gathering others experiences and knowledge without using any particular product, similarly findings of this study agree with previous researchers and interviewees take opinion and knowledge from their social environment when deciding to buy a new phone. Some researchers argue that negative feelings or negative experiences can spread much more rapidly than positive experiences. However, findings of this study cannot agree or disagree on that, because responses gathered from interviewees do not include any information about sharing failures or bad experiences.</td>
</tr>
<tr>
<td></td>
<td>Findings of this study show that interviewees benefiting from others’ experiences and some of them take advice from their social environment when making a purchase decision.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5.1.3 Physical Product Appearance

Findings of the study stated that physical product appearance and design of mobile phone have sort of importance, and most of the interviewees claim that design and size of mobile phone is important, but stated that recently smartphones look similar, hence, does not have major importance on them; their reasons are, the design and appearance of all mobile phones are similar. Some of the interviewees stated that simplistic design and thickness of the phone are their motivation for buying their mobile phones; this means some consumers prefer to buy slim and simplistic mobile phones. This finding supports previous researchers such as, Cecere et al. (2015) which argued that physical product appearance in mobile phone market become standardized, and design of Smartphones can be categorized in one major design with minor differences as of recent. Hence, findings of this research agree with the idea of product design standardization argued by Cecere et al. (2015).

On the other hand, findings of this study showed that aesthetic design and good style of the mobile phone attracts buyers and influenced their purchase decision, even in terms of minor differences. And these results supported by Kotler & Armstrong (2006), which highlighted that, good design and style of product enhances consumer attraction on product appearance. Similarly, Creusen & Schoormans (2005), claim that product design significant influences consumer choice in six ways, such as attention drawing, categorization, functional, ergonomic, aesthetic and symbolic. In regards to this, findings of this study confirmed that the mobile phone should be functional, ergonomic, and aesthetic, and most of the interviewees responses agree to that.

Similarly, Blijlevens et al. (2009) argue that appearance of mobile phone plays an important role on consumers, and claimed that appearance of product attracts consumer in terms of modernity, simplicity, and playfulness. Gathered information from interviewee’s responses supports this idea, and some of them stated that the mobile phone should seem modern and simplistic. Thus, empirical findings confirm the scholars’ argument about the physical appearance of a product.

Also, some of the responses show that size and usefulness of mobile phone are important for consumers, and some of the interviewees stated that they consider the thickness of the mobile phone. Weiss (2002) described that mobile phones are portable, self-contained information, and as communication devices that are characterized by three attributes, which is the design of
user interfaces, and this are used primarily in a user’s hands. Hence, information gathered from interviewees responses agreed with the literature.

The following table shows the summary of the analysis of physical product appearance as a motivating factor.

Table 6: Summary- Analysis of Word of Mouth (Source: Own)

<table>
<thead>
<tr>
<th>Factor Category</th>
<th>Empirical Findings</th>
<th>Theory</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extrinsic</td>
<td>Aesthetic design and good style of the mobile phone attracts buyers and affects their purchase decision.</td>
<td>Kotler &amp; Armstrong (2006), Creusen &amp; Schoormans (2005), Nussbaum (1993), Sauer &amp; Sonderegger (2009), Dacin &amp; Smith (1994),</td>
<td>Literature findings show that aesthetic design and good style attracting consumers when making buying preference and findings of this study agreed with aesthetic design and good style affects their preferences.</td>
</tr>
<tr>
<td></td>
<td>Some interviewees stated that design of the mobile phone is not a major factor for them because most of smartphones look similar nowadays.</td>
<td>Cecere et al. (2015),</td>
<td>Some scholars argue that physical product appearance in mobile phone market become standardized and design of Smartphones can be categorized in one major design with minor differences recently, and findings of this study describe the same idea and said smartphones have pretty much similar design.</td>
</tr>
<tr>
<td></td>
<td>Some of the interviewees stated that mobile phone should seem modern with simplistic good design and these are important for them.</td>
<td>lijlevens et al. (2009), Dion et al. (1972) Dumaine (1991),</td>
<td>Literature findings argue that appearance of mobile phone attracts consumer in terms of modernity, simplicity, and findings of this study agree with literature findings. Hence, attractive design mobile phone enhances positive feelings of consumers.</td>
</tr>
<tr>
<td></td>
<td>Some of the findings gathered from interviewees show that thickness and size of the mobile phone are important when making a purchase decision.</td>
<td>Heo et al. (2009), Sonderegger &amp; Sauer (2010), Weiss (2002),</td>
<td>Literature findings show that mobility and useful design is also important in mobile phone market. Information gathered from interviewees of this study support that idea and agree with scholars.</td>
</tr>
</tbody>
</table>
5.1.4 Product Features

Considering mobile phone market as innovative within information technology and communication sector; Smartphone as a mobile phone device offers some computing features. Findings of this study showed that features have been considered by buyers, and capabilities of the phone are important especially for smartphones. Most of the respondents of this study stated that features are important depending on what they are using their phones for. For example, stable and fast operating system, strong processor, good camera and good connection have been playing a role when making a purchase decision. This is in line with Gwin & Gwin (2003) who asserted that, people seek products that will solve their problems and fulfils their needs, and similarly Solomon, et al. (2012), stated that features of the product should be considered to fit with a person’s lifestyle, because people have the inclination to choose the products which are able to contribute to their social needs.

Another fact has been shown in findings of this research, which are the new technological features. This can enhance in buying a new phone and has been playing a role when making a purchase decision for buying a new product. The gathered information from interviewees of this study agrees with Saif et al. (2012), which claimed that new technology features enhance consumers’ motivation to acquire new phone models. Hence new technological developments for mobile phones can attract consumers to purchase a new mobile phone which has latest technological features. Thus, findings of the study confirmed previous researchers and showed the importance of features especially in innovative markets such as smartphone market.

Similarly, Sata (2013) argue that feature is important factor consumers consider when purchasing mobile phone devices, and this feature includes internet connection, Bluetooth, video, camera, color, FM, media player, design, touch screen, storage, size, available accessories, speaker, and weight. Some of our interviewees said that they are making their purchase decision with consideration of some features such as Wi-Fi and Bluetooth connectivity, camera, headphones, and battery. In line with the findings of this study, consumers look for special feature base on their needs and put importance to that. Additionally, some of the findings show that camera of a mobile phone is also important according to interviewees who prefer to take a picture with their phones, thereafter looks for better camera quality. Hence findings of this study agree with Sata (2013), Malasi (2012) and Saif et al. (2012).
The following table shows the summary of analysis for physical product appearance as a motivating factor;

**Table 7: Summary- Analysis of Product Features (Source: Own)**

<table>
<thead>
<tr>
<th>Factor Category</th>
<th>Empirical Findings</th>
<th>Theory</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Extrinsic</strong></td>
<td>Most of the interviewees of the study stated that features are important depend on what for they are using their phones.</td>
<td><strong>Gwin &amp; Gwin (2003), Mack &amp; Sharples (2009), Solomon et al. (2012),</strong></td>
<td>Literature shows that product attributes in consumer’s perspective and people seek products that will solve their problems and fulfills their needs. Hence empirical findings agree with scholars and most of the interviewees stated that they are looking for phones which fulfill their needs.</td>
</tr>
<tr>
<td></td>
<td>Some interviewees stated that stable and fast operating system, fast processor, battery, good camera or good connection have been playing role when making purchase decision</td>
<td><strong>Mack &amp; Sharples (2009), Malasi (2012), Sata (2013),</strong></td>
<td>Some scholars argue that features of mobile phones play an important role for preference of particular mobile phone. Gathered information from interviewees agrees with that and most of the interviewees put importance for features.</td>
</tr>
<tr>
<td></td>
<td>Some interviewees stated that features of mobile phone should follow the recent technological developments and new phones should fit with new technologies,</td>
<td><strong>Saif, et al. (2012)</strong></td>
<td>New technology features enhance consumers’ motivation to acquire new phone models. Hence new technological developments for mobile phones can attract consumers to purchase a new mobile phone.</td>
</tr>
</tbody>
</table>


5.1.5 Socio-Economic Factors

Socio-economic factors refer to individual income and buying force in relation to a product price. Findings of the study show that interviewees consider price but they claim that if they can afford the phone, they are willing to pay even if the product is expensive. These findings supported Maitland & Bauer (2001), which claim that individuals with higher income are eager to invest in new technologies and take advantages of the innovation mainly because of their financial strength which allows them to afford new technology. Similarly, Beise (2004), claim that countries with high GDP per capita have a higher demand of technological developed devices and innovation. Also, Jha & Majumdar (1999) claim that there is a supportive relationship between higher GDP per capita and affordability for more members of a country’s population, which means, higher GDP is a signal of higher demand for innovative devices from population of a country. Hence gathered information from interviewees shows that consumers tend to buy the best option, even if it is expensive when compared with other phones. This research has been conducted in Sweden and Sweden is considered as a country with high GDP, thus according to findings of this research, most of the interviewees agree that price is not so much important for them. This idea confirms the literature and agrees with previous researchers, such as Jha & Majumdar (1999), Maitland & Bauer (2001), Beise (2004). Regarding this, findings of the research show price are less important when consumers can afford the product.

On the other hand, some interviewees stated that discounts and sales have an impact in their purchase decision, on the process they looks for discounts before buying a mobile phone. Hence, this idea has been stated by Whyatt (2008), which he highlighted that the most important to the respondents is the high quality of the goods on sale and second most important is big discounts that are available, and the third is the wide choice of product and the low prices. Thus, empirical findings of this study on price can be used as marketing tool, and agree with literature.

The following table shows the summary of analysis for socio-economic factors as a motivating factor.
### Table 8: Summary- Analysis of socio-economic factors (Source: Own)

<table>
<thead>
<tr>
<th>Factor Category</th>
<th>Empirical Findings</th>
<th>Theory</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Extrinsic</strong></td>
<td>Interviewees consider price but they claim that if they can afford the phone and they are willing to pay even if the product is expensive. Most of the interviewees said they do consider the price of the mobile phone but it is not important if they think the phone worth it even if it is expensive.</td>
<td>Beise (2004), Blackwell et al. (2006), Maitland &amp; Bauer (2001), Stump et al. (2008), Jha &amp; Majumdar (1999), Sata (2013), Schiffman &amp; Kanuk (2003), Lee (2014), Dodds &amp; Monroe (1985), Hill &amp; Dhanda (2004), Robison &amp; Crenshaw (2002), Rogers (1983), Rogers (1995), Schweke (2004), Whyatt (2008),</td>
<td>Scholars claim that countries with high GDP per capita have a higher demand of technological developed devices and innovation, and empirical findings agree with that. Wealth is another socioeconomic factor that is affecting adoption of mobile phone claimed by scholars and gathered information from interviewees stated that they willing to pay the price if they think the product worth it. Hence empirical findings support literature findings. Considering the price of the mobile phone, according to literature, some consumer seems to gravitate towards a brand that appears to match their income. Thus, consumers seek to best mobile phone depend on their budget, hence empirical findings agree with scholars. Literature findings stated that some consumer put importance on promotions and sales, thus empirical findings support that idea and sales can be seen as a marketing tool which attracting consumers with lower prices.</td>
</tr>
<tr>
<td></td>
<td>Gathered information from interviewees shows that consumers tend to buy the best option for them. Some interviewees stated that discounts and sales have an impact in their purchase decision process and they are looking for discounts before buying a mobile phone.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5.2 Intrinsic Factors

According to Srinivasan & Jain (2004), intrinsic factor related with consumers’ personal attributes to a product and brand, such as the consumer’s lifestyle, reputation, and perception of the product quality. Thus, authors considered prestige and quality perception as an intrinsic factor and following section continued with analyzing prestige perception.

5.2.1 Prestige Perception

Prestige refers to reputation for high quality and findings of research shows that prestige can be measured differently depending on individual’s perceptions, and perception of quality can be vary depending on individuals. This idea has been supported by Vigneron & Lester (1999), who recognized that prestige may vary for different people, depending on their socioeconomic background, emotional expectations, product quality features and uniqueness of the product. Kotler & Armstrong (2010), argue that quality of a product has a significant impact on purchase decision and it is linked to customers’ value and satisfaction. Hence, gathered information from interviewees confirm the idea from literature and supports previous researchers by Wankhade & Dabade, (2006), Sauer & Sonderegger, (2009) Idoko et al., (2013), Brunso, et al., (2005), Monroe & Krishnan, (1985) and Vigneron & Lester (1999).

Also, most of the interviewees said the quality of the product can be shown on features, design, price, brand image and reputation from other experiences, which means all factors can be combined to reflect quality. Furthermore, according to the interviews, consumers develop meanings of prestige for brands based upon interactions with people in thier both individual and social level. Brand's prestige perspectives are created from a multitude of interactions between the consumers and elements within the environment. This idea confirmed and supported by Vigneron & Lester (1999), which they described prestige with five perceived values according to consumer viewpoint. Hence, gathered information from interviewees agree with perceived values which can vary depend on consumer viewpoint and reflects the quality.

Additionally, early researcher Veblen (1899), suggested many years ago that conspicuous consumption was used by people to signify their wealth, power, and status, thus the demand
for goods is increased because they bear a higher rather than lower price. Hence, expensive products seem prestigious and have high quality, which agree with the empirical findings of this study. Thus, gathered information from interviewees of this study agree with that and most of the respondents stated that their mobile phones is considered as a luxury and prestigious product if they belong to well-known brands and expensive than other products.

Also, Sauer & Sonderegger (2009) asserted that a consumer may view the quality of mobile phone in terms of class, wealth or high social status when purchasing and interviewees supported this and said that they consider their phones as a luxury or class if they are expensive and a well known mobile phone. Hence, empirical findings support that idea and high quality and expensive mobile phones are considered luxury, classy and reflecting wealth.

The following table shows the summary of analysis for prestige as a motivating factor

Table 9: Summary- Analysis of Prestige Perception (Source: Own)

<table>
<thead>
<tr>
<th>Factor Category</th>
<th>Empirical Findings</th>
<th>Theory</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrinsic</td>
<td>Gathered information from interviewees of this study agree with that and most of the respondents stated that their mobile phones considered as luxury and prestigious product if they belong to well-known brands and expensive that other products.</td>
<td>Kotler &amp; Armstrong (2010), Vigneron &amp; Lester (1999), Brunso et al. (2005), Calder &amp; Burnkrant (1977), Idoko et al. (2013), Leibenstein (1950), Sauer &amp; Sonderegger, (2009)</td>
<td>Literature findings show that Prestige refers to the reputation for high quality and high quality and expensive mobile phones can be seen as a symbol of wealth and social status. Some interviewees agree that and perceiving their phones as luxury products.</td>
</tr>
<tr>
<td></td>
<td>The Quality of the product can be shown on features, design, price, brand image and reputation from other experiences, which means all</td>
<td>Monroe &amp; Krishnan (1985), Rice (1992), Veblen (1899), Wankhade &amp; Dabade (2006),</td>
<td>Some researchers show that quality may vary for different people. And empirical findings show that quality of the product can be shown all factors combined. Hence empirical</td>
</tr>
</tbody>
</table>
5.3 Recombine and comparing the six factors in the analysis

A. **Brand name**: The analysis shows that few of the respondents choose mobile phone base on brand name, while the majority of the respondents choose base on other reasons than brand name. Brand name and image have a significant influence on the few that choose base on brand name and therefore made them to gained loyalty on a particular brand.

B. **Word of mouth**: The analysis shows that most of the respondents buy their mobile phone type base on recommendations from their social circles, such as family and friends, and this influences their purchase decision most.

C. **Physical product appearance**: The analysis shows that most of the respondents recognize that mobile phone physical appearance is important but does not influence their buying decision, because most of the mobile phones look similar.

D. **Product Features**: The analysis shows that most of the respondents recognize that product features are important to them base on their needs, and such affect majority of them in their buying decision, while such does not affect few in their buying decision because most of the mobile phone are similar.

E. **Socio-economic factor**: The analysis show that most of the respondents recognize important of price but that does not affect their buying decision irrespective of how expensive is the mobile phone.

F. **Prestige**: The analysis show that most of the respondents recognize mobile phone prestige base on high quality, and recognize that through the phone features, design, price and brand image, and high quality influence their buying decision the most.

5.4. **Description of the Motivating factors of influence from extrinsic and intrinsic**

Here we describe the highest motivating factors of influence among University of Gavle Students, under each section of extrinsic and intrinsic motivating factors.
5.4.1 Extrinsic Motivating factors

**Word of Mouth:** Word of mouth is the highest extrinsic factor that influenced University of Gavle Students to have preference on a particular mobile phone. In other words, word of mouth is factor of influence from other people’s recommendations. According to Arndt (1967) word of mouth is the most powerful factor influencing consumers’ behaviour. On the analysis of this study, it shows that most of the respondents are influence to buy their mobile phone base on recommendation from their social circles.

**Product Features:** Product Features is another important of extrinsic factors that influence majority of University of Gavle Student to prefer a particular mobile phone. In other words, product features refers to the content of the mobile phone such as camera, video and other applications. According to Gwin & Gwin (2003) product features affect consumer’s choice because people seek product features that will solve their problems and fulfils their needs. The analysis of this study on product features shows that majority of the respondents are influence by product feature in their buying mobile phone decision.

Thus, word of mouth and Product features are the highest external factors which influenced University of Gavle student to have a preference on a particular mobile phone.

5.4.2 Intrinsic Motivating factor

**Prestige:** Prestige as symbol of high quality is the highest intrinsic factors that influenced University of Gavle students to have preference on a particular mobile phone. According to Wankhade & Dabade (2006) prestige is link to consumer’s value for quality and satisfaction, and this is based on way consumers perceive product quality in the market. In other words, it is person’s inner perception which revolves around the person’s life style and values. Therefore this controls the person’s choices. On the analysis of prestige in this study, it shows that high quality influences all the respondents in their mobile phone buying decision.

Thus, prestige as symbol of quality is the internal factor that influences University of Gavle students preference regarding mobile phone brands.
6. Conclusion

This chapter includes answers of research questions with illustrating conclusion thoughts and contribution of the study as well as considered theoretical and empirical findings. Furthermore, these findings used to contribute theoretical and managerial implications. Also, authors have been considered this section as a reflection of the study and included suggestions for future research in following sections.

6.1 Answer to Research Question

The aim of this study was to explore the motivating factors, which influence mobile phone consumers to have a preference on a particular brand. Hence, this research aims to find these motivating factors of influence and to determine which factors influence mobile phone brand preferences in Sweden, most especially in University of Gavle, Sweden, with the question: What are the motivating factors influencing University of Gavle Students to prefer a particular mobile phone brand?

Considering the literature review, a theoretical model (see Figure 2) was developed by combining scholars work about motivational factors and product marketing researchers to determine which motivating factors are influencing customers and how these factors are affecting their purchase decision. Furthermore, on how motivational aspects can be used as a marketing tool and what is the importance according to marketers. All this information combined with the research and result of empirical findings shows the motivating factors that have a huge influence on consumers, and affects their purchase preference, thus these motivating factors have an important effect on product marketing.

Finding of the research shows that brand image, word of mouth, physical product appearance, product features, socio-economic factors, and quality have been influencing consumers as motivating factors. Hence, the answer to the research question can consider all these factors as influencing students to prefer a particular mobile phone brand. However, some factors have more influencing power than others. Findings of this study show that the perceived quality and word of mouth are major factors that attracting students of University of Gavle. Hence, we can argue that, others experiences and social circles play an important role in purchasing decision, consumers gather information and recommendation from their social circle to choose any particular brand. Also, perceived prestige linked to quality is another major factor that motivates consumers. More specifically prestige refers to the high quality and high
quality can be observed with all other factors combined. Furthermore, consumers consider price as cue indicator of prestige, thus they stated that high-quality phone should not be cheap, and cheap mobile phones can be considered as low-quality phones. Also, good looking and aesthetic design of mobile phone motivate consumers to prefer a particular mobile phone. Similarly, new technological features enhanced consumers’ motivation to acquire new phone models. Since all these factors are interrelated with the prestige of mobile phone, and according to findings of this study, consumers prefer to buy prestigious brands.

6.2 Contribution of the Study

Motivating factors for a particular product preference have long been investigated by scholars and several arguments have been argued on factors that motivate people to choose particular brand, such as Cue Theory, (Olson & Jacob, 1972; Bredahl, 2003; Osmud, 2011; Zeithaml, 1988; Srinivasan & Jain, 2004; Aqueveque, 2006). Findings from literature of this study show that cue theory has been divided in two main sections, which are intrinsic factors and extrinsic factors. Thus, authors of this study have investigated those factors and other materials from marketing scholars in an effort to explain motivating factors which influencing mobile phone preferences. Therefore, we argue that, motivating factors for brand preference, and purchasing behavioural influence are interrelated, therefore we aimed to understand the motivating factors which influence consumers to prefer a brand of mobile phone, the role of all the factors, such as properties, socio-economic factors, word of mouth, brand name, and prestige must be investigated collectively. Literature research showed that there has not been any studies that have investigated the role of all these six factors collectively, most especially in Sweden. Thus, this study brings a valuable knowledge on the motivating factors that influence Swedish students as consumers preferring mobile phone brands. More so, this study contributes to Marketing Managers within mobile phone industries, to understand the highest dominant factors influencing the highest purchasing group of consumers of mobile phones.

Also, the research includes theoretical and managerial implications, which are discussed in the following sections.

6.2.1 Theoretical Implications

It has been shown that motivating factors for a particular product preference are important for brands, and as well as Marketing. However, there is a gap in literature which has not been covered, which is to investigate the role of six motivating factors of influence collectively,
most especially in Sweden. Thus, the presented motivating factors in this study were the first attempt to cover the gap in the literature. More so, empirical research of this study is conducted in Sweden among University students in Gavle, and based on investigation of twenty students of the University, which have been using a mobile phone. Thus, new knowledge in this area has been contributed to literature by presenting the motivating factors which influence consumers to prefer a particular mobile phone brand and also explained how all the six factors play a role on brand preferences. Hence, it is believed that this study is based on valid and reliable results and thus opens new view for research and contribution to literature.

### 6.2.2 Managerial Implications

Presented research of this study reveals implications for mobile phone brands and as well as their marketers. Mobile phone brands and their marketers targeted to achieve more customers to sell their products. Thus, this study has been examined the significant factors which has influence on customer’s buying behavior. Which influenced customers to decide if they will prefer to buy a particular mobile phone or not. Therefore, mobile phone brand managers and their marketers can benefit from the findings of this study to enhance their marketing activities.

Also, another factor which play important role when consumers make a purchase decision is perceived prestige of mobile phone, in addition, prestige refers to the high quality, and high quality can be observed with all the other factors combined. This means, consumers are considers price as a cue indicator of prestige, thus they stated that high-quality phone should not be cheap, and cheap mobile phones can be considers low-quality phones. Also, positive recommendation that consumers gather from their social circle about a phone motivate consumers to buy a particular phone. Also, good looking and aesthetic design of mobile phone motivate consumers to prefer a particular mobile phone. Similarly, new technological features enhance consumers’ motivation to acquire new phone models. All these factors are interrelated with the prestige of a mobile phone, and according to findings of this study consumers prefer to buy prestigious brands. Hence, marketers of mobile phone brands should consider their quality to enhance their sales. More so, should strategies their offer within this knowledge.
6.3 Reflection on the Study

Reflection on the study shows that it has been accompanied with some limitations which explained below;

Firstly, this study has been focused on motivating factors which affect consumers of mobile phone brand preferences, through face to face interviews with university students in Gavle. Thus, gathered information from interviewees represents University of Gavle student’s perspective, and the information is from the leans, experiences and points of views of twenty students in University of Gavle.

Also, in this study, investigation of motivating factors which influencing consumer’s preference is limited to only mobile phones, and it did not compared any particular brand with another brand but focuses only on general brands, irrespective of the brand type. Thus, gathered information from interviewees is to investigating factors that motivate them to choose a particular brand. Hence, this study focused only on the motivating factors of influence for brand preferences.

Furthermore, Mobile phone market is highly innovative; thus, variables can be affected by technological change during the time period. Gathered information from respondents depend on only interviews not observations because interview method is the research approach chosen for this study, thus the data collection process could not have been combined with observations or longitudinal research.

Lastly, the present research leans on Cue Theory framework of Olson & Jacob (1972), which describes motivating factors affecting consumers and have been used and developed in many years (Aqueveque, 2006; Srinivasan & Jain, 2004; Zeithaml, 1988; Osmud, 2011; Bredahl, 2003). Since cue theory was believed to provides a valid base for the investigation of motivating factors which influencing buyers’ preferences, we are confident that this study is valid and provides accurate answers and because we interviewed the right people, we used purposive sample method to select them randomly, and we collected information from the base on their personal experiences, and we checkmate the consistency of their responses.

6.4 Suggestions for Future Research

Regarding information from the limitation of the presented study, future research could be done by considering different or more widely target groups instead of students of University
of Gavle. Different perspectives can be combined in future research thus, further research can be conducted by more broadly with a variety of age groups and in a wider area.

Also, further research could include comparison between mobile phone brand types and may consider different type of products. This will give understanding of the different segments in mobile phone market, and to determine if these different segments can cause any variety and change of motivating factors.

Additionally, further research could be conducted in the long time period, thus can be explored in detail benefiting from the longitudinal study and could be include observations to understand long-term variables on mobile phone market and effects of motivating factors. Hence, this could bring more effective conceptualization of influencing factors of smartphone buying consumers and helps to achieve a more in-depth research.

More so, the same study can be conducted with a combination of different Universities in Sweden. And also, same research can be carried out using quantitative research method for future research.
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Appendix 1 – Interview Proposal & Guide

Co-operation for Master Thesis

Dear fellow students,

We are Chinedu Ekemba & Emurla Ali, Master students at the Gavle University. Our thesis concern with the motivating factors influencing consumers brand preferences and we are investigating the motivating factors which influence Gavle University student to particular mobile phone brands.

We are investigating this by interviewing Gavle university students in the university. We promise you anonymity if you want and we will not publish the names if there be any.

You are also welcome to participate in the defense seminar in June 2017. We need your help and are depended on your cooperation to write our thesis.

Please help us and thank you very much for your cooperation.

Sincerely yours.

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Interview guide

Q. 1: Background questions:
Are you a student of Gavle University?, if yes, for how long?
Do you have a mobile phone? If yes, what brand of mobile phone do you have?

Q. 2: Extrinsic factor questions
a. questions on Brand name
Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Could you explain how brand name is important to you when buying a mobile phone?
What are your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?
b. questions on word of mouth
How did you find out about this particular brand before you bought it?
c. question on physical product appearance
Could you explain what you consider about the appearance of this mobile phone before you bought it?
How important is the design of the phone to you?
d. questions on product features
What are the features of this mobile phone that attracted you to purchase the product of this brand?
How important do you consider mobile phone features?
e. question on social economic
What do you think about price when buying mobile phones?
In what way did you consider price when purchasing this mobile phone?

Q.3: Intrinsic factor questions
a. question on prestige
Do you perceive this mobile phone as a luxury phone before you purchase it, and how?
Could you explain how you value the quality of this mobile before you bought it?

Appendix 2 – Transcribed Interviews

Interview 1

Background Questions:
Question 1.1: Are you a student of Gavle University?
Answer: Yes

Question 1.2: For how long?
Answer: 2 Years

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Apple, iphone

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: Actually, I don’t know, I bought iphone when it first released and I have just continued to use it, habits maybe. At first, I found Iphone because my friends have it said something good about it. I just thought they were pretty cool and I was pretty young, maybe 14 13 years old, so I don’t really remember why I bought it

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?
Answer: Brand name is important for me because I know it is good from my previous experiences, and when buying in I’m sure it is good.

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?
Answer: I have had iphone for several years and I have just continue using them buying same brand, maybe depends on my habits

*b. Questions on Word of Mouth*

Question 3.1: How did you find out about this particular brand before you bought it?
Answer: I find iphone because my friends had them and they recommended to me, also I was thinking it is pretty cool and good looking phone, so consider my friends’ experiences when first buying a phone

*c. Question on Physical Product Appearance*

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?
Answer: I thought it was nice, and good looking phone, simple and clean it is important to seem nice and good looking as a phone

Question 4.2: How important is the design of the phone to you?

Answer: Design is important for me, my phone should be nice and good looking, and designed simple and clean, I like that way

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: I think, it is important to have a good camera and simple settings, logic settings. That is what I like the most

Question 5.2: How important do you consider mobile phone features?

Answer: I think, it is important to have a good camera and simple settings, logic settings, but not that much for me

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: Not really, when I bought my first iphone I did not consider because my parents paid for it, so I did not think about that. But now I have considering price when buying my other phones, so there I think price is important but it is ok for me when they worth it

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: I think it is price is important but it is ok for me even if it is expensive I would buy it when the phone worth it

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: Yes, definitely when I was younger, mean when I first bought it, I think it was really cool and classy, so it definitely affected my decision that time

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: Ok, basically I just considered what I have heard from my friends and family, it recommended to me that it is very good and fast and simple and easy, and good phone

Interview 2

Background Questions:
Question 1.1: Are you a student of Gavle University?
Answer: Yes

Question 1.2: For how long?
Answer: 2 Years

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Apple, iphone

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: Well, I choose it because everybody else has it and they were telling me that is very good, easy to use and I like the way it looks. And basically, I have heard good things from my friends.

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?
Answer: Brand name represents the quality and reputation of product I chose Apple because no one complains from it and my friends are using it, also well-known and popular that is why.

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using same brand name as previous one or have you change it, could you explain?
Answer: My previous phones also same brand and I like it, I haven’t faced any trouble with it and I’m using it.

*b. Questions on Word of Mouth*

Question 3.1: How did you find out about this particular brand before you bought it?
Answer: Well, I choose it because everybody else has it, and they were telling me that is very good, easy to use that is why I bought at the first time. And yes, I can say at first, the main reason to choose iphone is because of my friends.

*c. Question on Physical Product Appearance*

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?
Answer: It is very cool looking and no other phone looks like that if we compare other brands, so yes I like it.

Question 4.2: How important is the design of the phone to you?
Answer: It should be nice and good looking I like my phones design and I think it is good, it is not most important but it is important

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: That the camera is good, it has imessage so you can send text everyone because everyone has the same brand among my friends

Question 5.2: How important do you consider mobile phone features?

Answer: It is not that much important for me, of course, if you are buying a good smartphone it should do something and it has to have a good camera, but I don’t consider so much for it

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: Yes, since I paid for it myself and thought it was expensive, but considering how good it is so I think it is worth it, so if it worth it not that important for me

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: No, not really price doesn’t matter for me, as I said before it is expensive but it is ok for me if the phone is good

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: No, not really, because everyone has it recently and become a standard

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: I think it is good, actually I do not know about the quality, I mean it easy to break if you do not take care of it, mean it good if you don’t drop it, then it breaks. Also, high quality become very standard these days

Interview 3

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?
Answer: 1 Year

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Samsung

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: I choose the brand Samsung because, to be honest, I don’t know where did it come from but I have positive attitudes towards it, mean brand name

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: I would focus on features because if a different brand name has better features I might be chance it, I might switch. Which means the brand name is not important to me.

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I have used before iphone and Nokia, as smartphone I used Iphone but I did not like it because whenever you buy their products, then there is always additional costs, and Nokia, of course, Samsung is better than Nokia, but I have had Samsung for a long time

*b. Questions on Word of Mouth*

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: I really don’t remember but I thought Samsung is very popular and a lot of my friends using it maybe that was the reason or maybe because of advertisement

*c. Question on Physical Product Appearance*

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: Yes, the size matters for me and thickness matters for me, because I’m a woman and I need something handy

Question 4.2: How important is the design of the phone to you?

Answer: I think, it is very important, mean really important but it is not apriority for me

*d. Questions on Product Features*
Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: The camera and the sensor systems, like fingerprint and staffs like that

Question 5.2: How important do you consider mobile phone features?

Answer: For me, it is not that much important, mean as I said before, the camera is important because I like take pictures with my phone, but rest of it does not so much important

\textit{e. Question on Social Economic factors}

Question 6.1: What do you think about price when buying mobile phones?

Answer: I don’t consider price as priority when I buy electronics because I want to go the best one when I buy electronics, because I want to use it for a long time

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: It is important, but I can gain a bargain price for something new, because I always go for latest when I buy electronics, and as I said before when I buy electronics I want to use it for a long time

\textbf{Intrinsic Factor Questions}

\textit{a. Question on Prestige}

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: Yes, because of the price and this phone was new when I bought it, it was new released when I bought it, so I consider as luxury

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: I put importance about quality when I buy it, as I said before I want to buy the best one for electronics and yes, of course, I will buy quality

\textbf{Interview 4}

\textbf{Background Questions:}

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 1 Year

Question 1.3: Do you have a mobile phone?

Answer: Yes
Question 1.4: What brand of mobile phone do you have?

Answer: Apple, iphone

Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: I think there is well-known brand name, first of all, Apple is universal and many people rely on Apple because of the brand name, it does make it for itself. I started with iphone 4 and after it crushed now I’m using upper model of iphone

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: Brand name is very important on my point of view because when you are looking at the popularity of the product, Apple is well known internationally

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: Flexibility and ease of use important for me and I are buying iphone since first released, it brings some reliability the product itself, it help by with some variety of functions helps me to do a lot of things. And of course, it gained my loyalty as a brand and nobody can change it

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: That is very interesting, because Apple has made a name beyond geographic locations it is like, Apple image is projected internationally and become borderless, if you go to the continent of Africa, it easy to find Apple, for me, it is not about introduction of somebody, but thru the advertisement belong on TV and media, that is all combined with other peoples are using it and myself personally see it, and a lot of my friends already using it, that affects me to buy it

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: I think, it has a unique features in terms of portability, very easy to walk with it and it shows some classical looking itself

Question 4.2: How important is the design of the phone to you?

Answer: Design of a phone is important to me when you look outside of the phone, the features in terms of how it can be used easily to navigate different functions, and it is important for me
d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: Features is very important for me, in terms of ease of use and functions for me is very important

Question 5.2: How important do you consider mobile phone features?

Answer: Yes, it is important, it should be good with prestigious brand and it is very important for me

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: I think price is very important in terms of mobile phone or any product, because price is the cost of the product, and it appeal the customer when you look at even the low demand, the higher the price brings lower demand in general, but for myself Apple is exception for this demand case, when Apple increase their prices people still go for it

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: for me, price is not important, even if it expensive I would buy it, price doesn’t matter

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: Yes, mean prestigious phone which I said it is exceptional demand in my point of view

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: How do I value quality, quality cannot be quantified but quality can be perceived thru the functions, availability for the products, I think quality for me has to do with image that the product has made and reliability, dependability also and of course quality is important for me

Interview 5

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 8 Month

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Apple, iphone

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: Well, I chose Apple mainly because of it interferes with my devices, means my Ipad Apple computer and connections between the is really good. Previously I had an apple phone and it worked good and I have never had problems with it and I keep buying the same products since I’m happy. I’m satisfied customer, maybe I got some brand loyalty because of previous experiences

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: I know Apple stands for good quality or I know from my experiences that it has good quality, so that is why I would continue to buy it, even my next phone I would consider and Apple since I know they have good quality or my experiences tell me that they work well with my computer and my Ipad, it interacts very well

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I have used HTC before and I was not happy with it, so I have changed to iphone and my previous experiences show me that it works good.

*b. Questions on Word Of Mouth*

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: My decision affected my previous experience, as I said before that I started with HTC and it was a bad experience, so I decided to switch it, I think my friends have iphone and they are happy with it so I decided to buy iphone

*c. Question on Physical Product Appearance*

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: I think it looks good, only the appearance it looks good and I would say it is important to me and it will influence my decision purchase behavior, it is definitely important how it looks like

Question 4.2: How important is the design of the phone to you?

Answer: I would say the design is important for me, as I said before how to look like is influence my decision, it would definitely include how it look like my purchase decision
**d. Questions on Product Features**

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: I think the app store is pretty important, that they have fast update, not like other smartphones, I know Apple has big variety of apps and that is one and also from my past experience, I know the features, work fast and sustain without problem, so it influence my purchase decision of mobile phone, that I can rely on it. So, the features are less important for me, for example, call, text and picture I’m using and I know Apple can bring these pretty well.

Question 5.2: How important do you consider mobile phone features?

Answer: Yes, it affects my choice, but it is less important for me since I know Apple can bring me those features which text, call and working good that is what I need basically.

**e. Question on Social Economic factors**

Question 6.1: What do you think about price when buying mobile phones?

Answer: I do consider price, I don’t want to spend too much on it, but I’m not buying iphone every year. Now I have iphone 5 and I’m not planning to buy iphone 6 or 7, maybe later, so when you calculate all those years I have had this phone and use more years it is acceptable, also maybe quality I guess, so I can spend a little bit more and have it more years, in that case, I can accept higher prices, when I have experienced HTC phone it didn’t work as long as this one, so for this I can accept expensive phone, it can compensate depend on time and quality worth it.

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: For my phone, is was pretty expensive but it didn’t matter for me, as I told before in long run it works, and you not need to buy new phone so often, also I have tried other phones before like LG, and HTC, they did not work as well as Apple, but I prefer Apple since it worked for me.

**Intrinsic Factor Questions**

**a. Question on Prestige**

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: I don’t perceive my phone as a luxury phone, because it doesn’t have most gigabyte or made by gold, so I don’t think it is luxury phone but it is not cheapest either, actually when I purchased it was on order and newly released, so that time it has some prestige but I cannot say it is a luxury phone but I can say classy for it.

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: Quality, for me it stands with better system, better features and usability, and of course image, and iphone has proved itself and everyone knows it as a quality phone and it is important for me.
Interview 6

Background Questions:

Question 1.1: Are you a student of Gavle University?
Answer: Yes

Question 1.2: For how long?
Answer: 8 Month

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Samsung

Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: About mobile phone name, if it is well known and good name and if the phone is expensive, I automatically think that it is related to quality, which is why like big brand names like Apple, Samsung and Huawei also good, so I think I will go for that brand name. I associate name price and quality. I chose my phone Samsung because of the brand name as known good quality of screens, good quality of the camera, so that is why I choose Samsung. Apple was also my other option when buying this phone, but Apple is known for simplicity and other features but I don’t like photos which taken with iphone

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?
Answer: For the brand name, I do not care for the brand name too much, I look for the phone, if the phone is good then I’m happy with the brand name. If the brand name was something I don’t know but I know the quality is good, and then is all good, I don’t care the name

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?
Answer: No, I did not change it from my previous phone. I’m using the same brand and my previous phone was also Samsung, so I’m happy with Samsung, they keep delivering quality and everything which I need. But before that I had iphone, so I did change from Apple to Samsung, I can not say I’m happy with changed and probably my next phone will be Apple again, so I’m changing Apple to Samsung and Samsung to Apple, depend on my needs

b. Questions on Word of Mouth
Question 3.1: How did you find out about this particular brand before you bought it?

Answer: Yes, it is everywhere, on TV, on media, on billboards you can see everywhere, advertising helps to get know about brand, you know this is the brand, but the more important is reading reviews about it which belong to others’ experiences, and see what others said about it before making my own judgments and after that I made my decision to buy it. But lastly, keeping all information in my mind and go to the store to compare with other phones before decide to buy it

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: For me, appearance is also really important, if the phone doesn’t fit my hand or if I don’t like the shape I would definitely not buy it, because nowadays almost most of the phones are similar in specification that is why if phone fits my hand I will buy it, so appearance is matter for me, also I don’t like plastic phones, if there are aluminium cover phones I will choose them

Question 4.2: How important is the design of the phone to you?

Answer: Design and appearance are important for me and I would definitely consider about design before buying it

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: For me, features are important, like if I buy a smartphone it has to do something, in terms connectivity, accessibility, and ease of use, for example, if my phone does not connect to my Bluetooth speakers, it is useless for me, every smartphone make similar thinks nowadays. For my phone screen also important and building material and color of phone, for example, this is blue but if its black I also would buy it but if its red I will not buy it. So, color, quality, built material, connectivity, and functionality plays role for my buying decision

Question 5.2: How important do you consider mobile phone features?

Answer: Yes, I do consider features as said before, it is very important for me, even if my phone does not connect to my Bluetooth speakers, or connectivity is bad, it is no sense to buy it

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: Most of the time, price reflects the quality, ability to things that the phone can do, if it is cheaper phone, most of the time they are compromises with the features or quality, so that is why I think when you are paying a price for a phone, and almost every high-end phones have similar prices nowadays with little differentiates, so I think when you paying high price for a phone you get good phone and it works at least two years

Question 6.2: In what way did you consider price when purchasing this mobile phone?
Answer: I didn’t considered price when buying this phone, because when buying high-end good phone, I’m willing to pay the price for it, and I think most of the people thinks that way nowadays, which means if you are going to buy an iphone, no one says I will buy iphone 4 because it is cheaper but still iphone, most of the people if they willing to pay, going to buy the latest one I guess

**Intrinsic Factor Questions**

*a. Question on Prestige*

Question 7.1: Do you perceive this mobile phone as luxury phone before you purchase it, and how?

Answer: Not really, because I’m kind of a technical guy and I like technology and I don’t consider to be a luxury I considered functionality, for me phone must be functional, it is not like buying a Rolex to show off, I don’t care about that. For me functionality and what can phone do is more important. Also, I don’t see phone a status symbol at all, because nowadays everyone can buy an iPhone or latest phones, so I don’t think it is special

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: Quality is related to price and other functions and features all combined and important, for me, it is very important I do consider quality of phone when I am deciding and it is the most important thing for me when buying a mobile phone

**Interview 7**

**Background Questions:**

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 8 Month

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Huawei

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: I bought Huawei because I was looking for a phone with a long battery life and this was one of those, also has a good camera like the good one which this has. I always check all the things that I need before purchasing mobile phone and if it fits I would buy it.

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: Brand name is not important to me, for example, this brand what I’m using currently I have never had before, and if it meets my need than it is ok for me.

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I have changed a lot because I don’t feel as a loyal to any brand. I’m just looking for the phone which I like, like physically and if it has all the things that I need, so if I have to change the brand I will do it.

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: My friend helped me to make a decision and he showed me how to compare features of phone each other, so I made a research with several brands and models which meet my needs and after that I make my decision, which does not depend on brand but depend on my requirements. So my friend just introduced how to compare different phones with each other and I made my decision depend on my needs.

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: Yes, it is important, because in my case I like thin phone and before I didn’t like the big phones and I preferred small ones, my past phones are really small, this is thin and it is not too heavy and the color, but it is not most important thing for me.

Question 4.2: How important is the design of the phone to you?

Answer: The design is important because I like this one I also get used to it but it does not matter that much.

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: Features, yes the first one battery is important for me, especially smartphones are run out of battery quickly and battery life is important, also operating system is important, I’m familiar with Android and like it, so when you have Android it is same in every phone.

Question 5.2: How important do you consider mobile phone features?

Answer: Yes, it is important for me, I compare with other phones in terms of features when I’m deciding to buy a phone, for me it most important thing and battery should be good and operating system is very important, for
example I’m using Android and I know that, so I prefer first long battery life and second it should be Android phone, these was most important for me

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: Not all the time, but price matters, for example, I’m not going to pay a lot of money if I don’t think the phone worth it, but if I like it and if it has everything that I need, I wouldn’t care the price

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: This phone is special because I’m not working and I considered price when I was buying this phone, I had a budget for it and I was looking a phone that fits my budget and the same time meet my needs

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: This mobile is not luxury phone, because it is not expensive, actually I don’t know what is luxury phone, mean all phones are pretty common all of them, if you are talking about brand, I think Apple is most prestigious brand, but I couldn’t say it is luxury but more prestigious maybe or popular

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: I think, price maybe reflect the quality and all other features and brand image, popular brands like Samsung or Apple have perceived as quality brands, but I don’t like Apple because of operating system and I prefer Android phone, my phone is exceptional but I do consider quality when looking for new phone

Interview 8

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: Approximately 8 Month, Since September 2016

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Apple, iphone
Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: I chose iphone because it has good camera and it is important for me, and it is simple and I have used Apple phone before so I know the brand

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: I like the brand which I’m using, it makes me feel trustworthy because I know pretty much what I’m going to expect from brand, so it is important for me

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I’m using the same brand with previous one iphone, because it is simple to have the same brand because I have already known the functions and how it works

b. Questions on Word Of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: I bought iphone because all of my friends have it, that is why I choose it, mean I didn’t hear anything bad about it and they recommended to use it

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: I think, the appearance is quite important, I like how its look like and it is quite simplistic and minimalistic, so I like it

Question 4.2: How important is the design of the phone to you?

Answer: Yes, I guess it is quite important for me, not priority but it is important

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: I think the camera is most attracting feature for me when deciding a mobile phone

Question 5.2: How important do you consider mobile phone features?

Answer: Actually, except camera, I don’t know very much about it, I’m not a technical person but it should be able to call and text is important, which means usability

e. Question on Social Economic factors
Question 6.1: What do you think about price when buying mobile phones?

Answer: I think I’m willing to invest little bit more for mobile phone because this is the device that you are using everyday actively, so price is little bit important but I will pay for it

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: It is expensive because I’m a student, I know it is expensive for me but it felt it was worth it

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: Yes, I think mobile phone is necessity these days but some phones a bit more valuable and I like my phone because it is a bit more, mean I could choose other phones but I like to have some additional value on it, but it doesn’t mean it is luxury or belong to special social class

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: I think this phone is quite more valuable than others and I like that, so I consider quality of phone when buying it

Interview 9

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 8 Month

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Samsung

Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: About the brand name, I think it is good but I don’t give it so much thought. My friends and their families have Samsung that is why I choose Samsung

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: It is not so important for me, my friends and family has it that is why I chose it

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I’m using the same brand as previous, yes. I think it is just because of habits and a phone that I know since previous, it is familiar

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: I found Samsung because my friends and my family was using it, I was familiar the brand because my social circle has been using it, that is why I bought Samsung

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: I think, my phone is nice but it is not so important because most of the phone look similar recently, maybe little bit about the size, it is not so big or so small, I wanted to feel like convenience size, but it is not so much important, I didn’t think about it

Question 4.2: How important is the design of the phone to you?

Answer: Design is important in terms of size, I would like to feel convenience size to fit my hand, otherwise it is not that much important for me

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: For me, camera maybe not anything else I’m considering

Question 5.2: How important do you consider mobile phone features?

Answer: Well, I don’t think it is important for me, I do not need special features than except the camera and of course it should able to do basic things

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: Since I’m a student, I should consider about the price, but in general if the phone worth it I would willing to pay it
Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: For this phone, actually I did not consider the price because my dad bought it for me, but if I would buy it on my own, I would definitely consider the price and my budget because I’m a student right now, for me price is important now but in future when start to working it would not that much important if I feel that worth it, I willing to pay it

**Intrinsic Factor Questions**

*a. Question on Prestige*

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: Yes, I think it is a luxury phone because there are many mobile phones aren’t expensive as much as this one, and it had pretty much same features in it but I wanted to buy this one. I think I get affected from my friends because everyone heard about it before

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: I think when you pay this much money it will value of the quality and also I wanted to work it

**Interview 10**

**Background Questions:**

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 1 Year

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Samsung

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: I chose Samsun because I faced some problems with my previous phone and when buying this phone I considered this and changed to Samsung
Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: Actually, brand name is not important for me, my previous experiences show me well-known brands also can fail and does not work good for me, I guess I’m little bit hopeless with phone brands.

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I have changed a lot, I faced some problems iphone which is my previous phone and that is why I have changed it, it didn’t work with me quite good.

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: It is quite popular on media and my decision influenced by media, friends, family advertisement, I guess all of them.

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: I thought it seem good and little bit different because it is curved, so I like how it looks like.

Question 4.2: How important is the design of the phone to you?

Answer: Well, as long as it is simple to use, it is not that important design of phone.

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: I think today’s phones quite updated and offer pretty similar things so I just want to work I guess.

Question 5.2: How important do you consider mobile phone features?

Answer: The camera is an important feature for me because I like taking pictures and that is why.

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: It is quite expensive to buy a new phone, but it should be I think, because of environmental impacts.

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: For me, I wouldn’t prefer the cheapest one because I want to be a long life of phone, I will try to look what do I get from the phone and how long will I use it, in that case, price is not priority for me.

Intrinsic Factor Questions

a. Question on Prestige
Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?
Answer: This phone, I don’t think it is a luxury because it became pretty standard recently and everyone can buy it I think

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?
Answer: Yes, I put importance on quality when buying it and it works well unless I drop it

Interview 11

Background Questions:

Question 1.1: Are you a student of Gavle University?
Answer: Yes

Question 1.2: For how long?
Answer: 2 Years

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Sony

Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: Since nowadays, Sony made slim phones and this is easy to use, also the thing is that as a young consumer, most of the young consumers prefer what their friends are using. So basically, most of my friends using Sony and that is why I choose Sony. Another important thing is that most of the consumers focus on discount, so when I saw buying this phone that time it was on sale, so this is the reason I bought this, but it was not a necessity. It depends on the sales, I’m waiting always on the sales to buy new phone

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?
Answer: Yes, the brand name is very important for me, because last time when I was traveling to another country, I heard something about those who have Samsung phone, you should close your phone at the plane, so that is the reason I did not choose Samsung. But the product is quality phone, of course, brand name is important because there is a lot of Chinese products in the market which you can not ensure the quality, so that is why brand name is important for me
Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I have changed it, because I think most of the young consumers believe in changing, since I’m giving you a practical experience, that when I was young Nokia was most popular phone, and everyone were used to it Nokia, but Nokia failed, because they did not capture young consumers, they was using same headpho

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: I found it in many ways, for example, it depends on buying myself or for my friends as a gift, that time I search on the internet for which one is the latest one. Also, I discuss with my friends which are the latest trend on market, for example, if Apple will release a new model or if Samsung is going to launch a new phone I would discuss such things with my friends. Then I will check on the internet and then I would check the price, this is most important things. Internet research is much more depending on prices and if is there any discounts. Nowadays smartphone market is very competitive, so features of phone does not so much important because every band have to make their best to stay in competition, thus features of phones become quite similar these days, that is why I don’t put so much importance about features, price is much more important for me. As a young consumer, I considering newest trend on market and that is much more important for me

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: Appearance, well I chose slim phones and I consider about that and I like slim phones, but if we consider when I was my college level, that time folding mobile phones was popular and I choose a folding mobile, I was using a folding mobile phone because of trend depend on that days, but nowadays, trend has changed and I prefer slim mobile phones

Question 4.2: How important is the design of the phone to you?

Answer: As I told you earlier I prefer slim mobile phone in terms of design, and that is much more depends on recent trends

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: Important features for me that, camera quality of mobile phone, mean how effective is the camera of phone, and another important thing is that music capability and headphones, also put importance about waterproof of phone, I’m preferring waterproof phones and slim one, so music and headphone quality, camera and waterproof features are attracting me most in terms of features on phone
Question 5.2: How important do you consider mobile phone features?

Answer: Yes, it is important for me as I said before I look for slim phones and camera quality also waterproof if the phone doesn’t meet my needs I wouldn’t buy it

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: Price is the most important thing for me, as a young consumer we are focus on budget price, and for me, I always prefer for the sales, discounts, for example, I have student discount card and they send emails about discounts and I’m following them, it is important for me to following discounts and it affects my decision,

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: For this phone, as I said, I have a student discount card and I’m following discounts, at that time there is almost 1500 Krona sale on this phone and I was looking for new phone that time, so that is how bought this phone, mean I consider price and my budget and try to buy most cost effective one with lower price

**Intrinsic Factor Questions**

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: Luxury is good but I always prefer simple type, not the luxury phones, because it does not suit for me, luxury phone is for the luxury people, so I’m quite medium type people that are why I choose medium choice

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: Quality is the most important think, as I told you before that I chose Nokia before, because the quality, mean that time they built trust successfully in the market then people believed that Nokia’s product, nowadays I believe Sony has quality products, that is why I use Sony, so brand name and image reflects the quality for me

**Interview 12**

**Background Questions:**

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 3 Months

Question 1.3: Do you have a mobile phone?

Answer: Yes
Question 1.4: What brand of mobile phone do you have?

Answer: Apple, iphone

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: Apple is a good name as a brand, in my point of view, first of all it is guarantee how to pronounce correctly, it is English. Compare to Huawei, which I believe it is hard to correctly pronounce because of Chinese. Same with Samsung, it is easy to pronounce. I chose Apple because I had the previous version of iphone and it was worked good.

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: Brand name is important for me initially, it bring positive feelings about phone and gives reliability

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I had earlier used iphone before and I know the brand, so I keep buying new versions

*b. Questions on Word of Mouth*

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: It came from my schoolmates when iphone 4 was released some of my friends has bought it and it was good, different from other phones, first touch was like that, after that I decided to buy iphone, yes, I can say because of my friends

*c. Question on Physical Product Appearance*

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: I think it was matter before smartphones, at early mobile phones there was several types and it is important how do they look like, but still is important to be appealing

Question 4.2: How important is the design of the phone to you?

Answer: Design of phone is important but much products look similar these days, an important point of the design is suitability and attractiveness for me

*d. Questions on Product Features*

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?
Answer: I think, I consider easy to use and easy to learn how to use important, mean features should be user-friendly

Question 5.2: How important do you consider mobile phone features?

Answer: Nowadays all brands use quite same features and it is not as important as a manufacturer, and most people use same apps and same features recently, so it is not important very much I think

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: I think it is sort of investment and if you planning to use 2-3 years you should pay the price on it

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: For this phone, I didn’t consider the price because in the long run, it doesn’t matter, I want to use it for along time so I willing to pay for it even it is expensive eventually worth it

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: For this phone, of course, some extent but not considered as luxury, I can say satisfy

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: I think quality is very hard to measure for the amateur but of course stand with brand image, but I think you have to be professional to know the difference of quality

Interview 13

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 3 Year

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Samsung
Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: I chose Samsung because of applications, actually my current phone is my dad’s old phone and it wasn’t my first choice but before this one, I was using Nokia but applications were not enough then I changed with my dad’s old phone. Brand name is not so much important when if phone meets my needs.

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: For me, brand name is not important, because if applications and phone meet my needs I would buy it.

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: As a smartphone, I have been using iphone and I didn’t change as smartphone, but before I was using Nokia but they failed about smartphones and applications, that is why I have changed to iphone and keep using it.

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: My first phone, Nokia was and recommended from one of my friends, I liked aesthetics of it and it was cheap, these was the reasons I found first.

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: I like aesthetics on phone, and I consider appearance of phone, for example, I don’t like this one but it was not my first choice it was my dad’s phone so it is temporary, my next phone I will consider about more aesthetics and good looking.

Question 4.2: How important is the design of the phone to you?

Answer: As I said before, aesthetic is really important to me and design of phone should contain good looking and aesthetic design.

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: Actually, I don’t consider camera or other features most, it is not priority for me, ease of use and easily manageable is much important for me.

Question 5.2: How important do you consider mobile phone features?
Answer: If it is easily manageable mean if the use of the phone is easy, it does not matter for me so much, it should be user-friendly that is all I need a phone in terms of features

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?
Answer: Since I’m a student, my budget isn’t that high, so I don’t choose the cheapest but I would think about price, and search for best affordable phone with my budget

Question 6.2: In what way did you consider price when purchasing this mobile phone?
Answer: Yes, I do consider price when buying a phone as said before since I’m a student I have limited budget and I would prefer affordable phones

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?
Answer: My phone, no not really, I don’t consider my phone as a luxury phone

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?
Answer: Yes, I consider quality when deciding phone, mean I don’t want to buy cheap phone than it breaks or doesn’t work, so I guess quality is pretty important

Interview 14

Background Questions:

Question 1.1: Are you a student of Gavle University?
Answer: Yes

Question 1.2: For how long?
Answer: 3 Year

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Huawei

Extrinsic Factor Questions:

a. Questions on Brand Name
Question 2.1: Could you explain what you consider about mobile phone name and why did you chose this particular mobile phone name?

Answer: In general, brand name doesn’t matter for me, now I’m using Huawei and I bought my phone because it was on sale

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: Brand name is so much important for me, I would consider price and features and it fits my need it is not important brand name

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I have to change it few times because I want good features on my phone and they were not good as I expected, so I have searched the best value for money, I prefer cost effective and good quality on phone

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: I researched on the internet before buying it, and depends on some tests, recommendations, such like things. Yes, I can say I have looked others experiences on internet forums

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: For me, functions come before form, so it should feel good in the hand and easy access to all the buttons, so that is sort of important

Question 4.2: How important is the design of the phone to you?

Answer: For me, design is sort of important, mean as I said before it should be fit in hand and appearance of the should be good

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: The features, actually my priority is price and I don’t use features like camera or other thinks so much, maybe sometimes Bluetooth, so it is not so much attracting me about the features of the phone

Question 5.2: How important do you consider mobile phone features?

Answer: The features of the phone do not important for me, mean I don’t use so much it that is why it is not a priority for me
e. Question on Social Economic factors
Question 6.1: What do you think about price when buying mobile phones?

Answer: Price is important when buying mobile phone, to get the best value for the money I think.

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: I did consider the price when I buying my mobile phone, I considered it to get the best value with my budget.

**Intrinsic Factor Questions**

*a. Question on Prestige*

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: No, it is not a luxury phone and it does not matter for me, mean I don’t prefer luxury phone, usability is much more important for me.

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: I prefer to buy a good phone, for me good quality phone have to usable at least 2 years.

**Interview 15**

**Background Questions:**

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 1 Year

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Apple, iphone

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: I feel Apple has the best quality and that is why I’m using it when I bought iphone I will ensure the quality. Also, I feel all Apple products are good.
Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: Brand is important because it reflects quality and security, it has protection against viruses and such things and all Apple products are secure and good.

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I have been using iPhone since last 6 years and before it was Nokia, but Nokia was not successfully adopted digital changes especially smartphone market. So I have been using the same brand since smartphones released at market.

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: I have been using iPhone since last 6 years and before it was Nokia, but Nokia was not successfully adopted digital changes especially smartphone market. So I have been using the same brand since smartphones released at market.

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: It should have satisfied me about how to look like, and for iPhone, I like how it looks like.

Question 4.2: How important is the design of the phone to you?

Answer: Yes, about the design, it should look fancy, when I compare to other mobile phones, and every year they are developing and coming a new version, then it is getting better and fancy.

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: It should develop all the time, features mean, otherwise no one chose to purchase new phone, they should increase their quality of features and it is attracting me to buy new version of mobile phone.

Question 5.2: How important do you consider mobile phone features?

Answer: Yes, I put some important about features and I want something from the phone if I pay for it.

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: The price is important but if it is good qualified and when you feel worth to pay, even its little bit more expensive, you still pay it because you like it, quality and price should be balanced, if low-quality phone would have sold with high prices no one will buy it I think.
Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: Mobile phone should be worth the price, I like my phone I know the quality so I paid little bit more money to it, so I think if worth it I would pay it

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: When you buy something expensive it can be perceived as luxury but in this situation, yes Iphone is good and expensive but it is not luxury

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: When it is expensive it should stand for good quality, and for about features, you shouldn’t face any problems with high-quality phone, so it is very important for me, I can ensure the quality of Iphone depend on my previous experiences and I trust it

Interview 16

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 8 Month

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Apple, iphone

Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: I choose iphone because I was using it before and it was good, mean I know the apple and I have good experiences with it
Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: The brand name, it is not as important as functions

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: I’m using the same brand as previous just different model. It was good and I keep the same brand

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?

Answer: First time, a friend at class was using Apple and she recommended to me

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: If it is nice I would buy it, it is matter for me how it looks like important

Question 4.2: How important is the design of the phone to you?

Answer: Design, it is a big part of the mobile phone, because the design is important in my point of view

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: The capacity of the storage, connectivity, wifi capability, CPU mean how fast it is and ease of use I have been considering of the phone features

Question 5.2: How important do you consider mobile phone features?

Answer: As I told before, it is very important, if I buy a phone and it doesn’t have a wifi, why should I buy, at least basic features are important for a smartphone

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: Sometimes, price is not as important as the brand, for example, people buy iPhone even it is 900 Dollars, they buy it because it is an iPhone, so price is not very important when you buy a product you trust

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: I did consider price when buying this phone, because I’m student but, but it is not important because it is an iPhone eventually

Intrinsic Factor Questions

a. Question on Prestige
Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: Yes, I did, I considered as luxury phone, because when iphone first made back in the days not everyone could have an iphone, so we grow up with that brand image, not only for iphone Apple has made it, for example an iMac is 3000 USD it is not easy to afford it, just a few people can get it.

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: Yes, I put much importance on quality and want to buy high-quality phone, I think much more price shows quality and reliable brand.

Interview 17

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 3 Years

Question 1.3: Do you have a mobile phone?

Answer: Yes

Question 1.4: What brand of mobile phone do you have?

Answer: Apple, iphone

Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?

Answer: I have an iphone, actually I can not explain but everyone has it, that is why I choose this particular brand

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?

Answer: Brand name is not really important but somehow I consider it

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?

Answer: Yes, I’m using the same brand and I think it works good so I did not change

b. Questions on Word Of Mouth
Question 3.1: How did you find out about this particular brand before you bought it?

Answer: I think, everyone else had an Iphone and I decided to buy it

c. Question on Physical Product Appearance

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: Yes, and the same time no, it is important but not so much, I prefer smaller ones and I have used before bigger phone but it should be not too big

Question 4.2: How important is the design of the phone to you?

Answer: For design, as I said before it is important in terms of size but not apriority for me, of course, it should look good and has good design

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: It is important but for a mobile, it should do something, but features not attracting me so much it is pretty much standard these days

Question 5.2: How important do you consider mobile phone features?

Answer: It is important but mobile phone can do something, of course, I’m using this one without considering features because most phones can do similar things these days and it is not a majority for me, so that is why it doesn’t so much important for me

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: It is expensive, but I still buy it, if I like it and I think it doesn’t matter for me

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: I’m considering the price but I’m willing to pay it if know the quality, so price not important when I think phone is good

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: Actually, it may be seemed as prestigious but not luxury I guess

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?
Interview 18

Background Questions:

Question 1.1: Are you a student of Gavle University?
Answer: Yes

Question 1.2: For how long?
Answer: 3 Years

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Apple, iphone

Extrinsic Factor Questions:

a. Questions on Brand Name

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: I chose iphone because my friends have it, my friends recommended to me

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?
Answer: I think brand name is quite important because reflects quality and features

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?
Answer: I’m using same mobile phone brand as previous, because it is familiar and I know the phone and barn, depending on my previous experiences, it works good

b. Questions on Word of Mouth

Question 3.1: How did you find out about this particular brand before you bought it?
Answer: My friends recommended this brand before I buy it and I see most of my friends are using it that is why I made a choice to buy it I think

c. Question on Physical Product Appearance
Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?

Answer: Appearance is not that much important for me, nowadays phones are pretty similar and of course it should be not too big or too small

Question 4.2: How important is the design of the phone to you?

Answer: Design is not much important for me and I don’t think it affects my buying decision

d. Questions on Product Features

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: The camera is important for me, but the others actually I’m not considering so much

Question 5.2: How important do you consider mobile phone features?

Answer: As I said before, it is not that much important for me except the camera, and most of them similar features, so I don’t put importance for it

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: Of course, it shouldn’t be too expensive, but if you want particular mobile phone you will buy it without considering price

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: For me, I don’t consider the price so much when buying phone

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: I think it is not luxury, phones become pretty much normal, mine is just regular I think

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: Price offers quality I think, of course, it is important for me

Interview 19

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes
Question 1.2: For how long?
Answer: 2 Years

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Apple, iphone

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: My friend gave me Iphone couple years ago, and I like it then I continue to buy the same brand

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?
Answer: For me, it is not important, I like simple phone and Apple make it, that is why I choose iphone

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?
Answer: Before I had, Nokia and Ericsson as a phone but as smartphones I only have iphone since I don’t remember Iphone 3 or 4. I just keep using Iphone after first introduced

*b. Questions on Word of Mouth*

Question 3.1: How did you find out about this particular brand before you bought it?
Answer: It was my friend gave me Iphone before I was using a smartphone, that the first time introduced to me and I keep buying new versions. Mean my friend gave me his old Iphone when he decided to change with the new version and that was my first smartphone and I liked it so keep buying same brand

*c. Question on Physical Product Appearance*

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?
Answer: For me, it does not matter, just it should not be too big, it should fit on my hand, the rest is not important for me

Question 4.2: How important is the design of the phone to you?
Answer: Of course, design is important; you need to have it good in your hand and ease of use and simple

*d. Questions on Product Features*
Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?

Answer: For me, I’m not just into it, mean I’m not using camera or other things, just my phone supposed to be fast enough, that is important for me

Question 5.2: How important do you consider mobile phone features?

Answer: I’m not into that, for me it is not so much important because I don’t check my emails often, not using the camera so much, I just need to be it small and fast, it is enough

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?

Answer: They are very expensive, but you need it recently, it is a part of you nowadays, if you want to use a mobile phone for a couple of years, you should pay it, Smartphone’s become important in our life and you cannot go back to a regular phone, also if you buy a cheap Smartphone it most probably cause some problems in terms of features, then it became useless

Question 6.2: In what way did you consider price when purchasing this mobile phone?

Answer: For me, I didn’t consider the price so much, I just want to buy an iphone and bought it, because I know it worth it and I like it, of course, the price is important but not so much important

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?

Answer: No, it is just regular phone

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?

Answer: The quality is important when if you buy iphone you get what you pay for it, so brand reflects and ensure the quality

Interview 20

Background Questions:

Question 1.1: Are you a student of Gavle University?

Answer: Yes

Question 1.2: For how long?

Answer: 2 Years

Question 1.3: Do you have a mobile phone?
Answer: Yes

Question 1.4: What brand of mobile phone do you have?
Answer: Apple, iPhone

**Extrinsic Factor Questions:**

*a. Questions on Brand Name*

Question 2.1: Could you explain what you consider about mobile phone name and why did you choose this particular mobile phone name?
Answer: I have heard a lot of about iphone since when I was young, it is simple phone and easy to use that is why I bought it

Question 2.2: Could you explain how brand name is important to you when buying a mobile phone?
Answer: I don’t think about it so much, nowadays every phone and every brand have good features and quite similar products, but I preferred iphone because of easy use and sustain operating system

Question 2.3: What is your previous experiences with mobile phone brand name, and are you using the same brand name as previous one or have you change it, could you explain?
Answer: Before I bought this Iphone7 I had Samsung, and before that I had Iphone, so I switched a lot, Apple, Samsung and Apple again. I have changed because iphone is more simple to use and Android phones are more complicated, simplicty and ease of use are important, it depends on operating systems of phones

*b. Questions on Word of Mouth*

Question 3.1: How did you find out about this particular brand before you bought it?
Answer: I found most because of commercials and social media and I have experienced before Apple, at beginning, I bought iphone 4 before and it was mostly because of my friends and media

*c. Question on Physical Product Appearance*

Question 4.1: Could you explain what you consider about the appearance of this mobile phone before you bought it?
Answer: For my phone, I thought it was good it was nice, and everybody knows Apple make good looking phones so I like it

Question 4.2: How important is the design of the phone to you?
Answer: Design, it has to be anice phone and most important it should be easy accessibility in your hand and it has to be comfortable

*d. Questions on Product Features*

Question 5.1: What are the features of this mobile phone that attracted you to purchase the product of this brand?
Answer: Yes, a little bit, phone has to be fast and sustain, also I chose this because I like color of this phone, all should be combined, design, color, ease of use and fast

Question 5.2: How important do you consider mobile phone features?
Answer: Yes, sort of, in my case I need a good camera, fast processor and data storage, some apps like snapchat and Instagram, it depends on what do I want to use it with my phone, so I do consider features of the phone when I am buying it

e. Question on Social Economic factors

Question 6.1: What do you think about price when buying mobile phones?
Answer: When I was buying my phone, I knew it was high price but it is good brand and quality phone, and everybody buys it eventually, so I didn’t think about it so much

Question 6.2: In what way did you consider price when purchasing this mobile phone?
Answer: I know the price worth it and that is why I bought it, I didn’t consider so much how high is it because I wanted it and I knew the brand from my previous experiences already

Intrinsic Factor Questions

a. Question on Prestige

Question 7.1: Do you perceive this mobile phone as a luxury phone before you purchase it, and how?
Answer: Today no, maybe at the beginning it was a luxury phone, it was very attractive and not easy to buy, it still attractive in the market but everyone has it, so it is not luxury

Question 7.2: Could you explain how you value the quality of this mobile phone before you bought it?
Answer: I have always heard about the quality of Apple products, and when you pay so much for the phone you wanted to be a good quality, so on the quality depends on price, features, design operating system, processor all combined and I know iphone has it