

# **Factors Affecting on Smartphone Purchase Intention of Customers in Sri Lanka: Examining the Moderating Effect of Age**

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This article aims to investigate the factors affecting purchase intention of consumers on smartphones in Sri Lanka with examining the moderating effect of age. Most of researchers have examined the effects of various factors on purchase intention of smartphones and this researcher has selected four factors based on the future recommendations given by previous researchers as brand name, price, product features and social influence to find the effects of these factors on the purchase intention of smartphones in Sri Lanka with examining the moderating effect of age. These factors that determine the smartphones' purchase intention of consumers are vary from one customer to another. So, the purpose of this study is to find the affection of these factors and most impactful factor or factors on smartphones in Sri Lanka also. Based on a review of literature, this study develops an integrative model and it was tested using data collected from respondents in Western province through an online survey by selecting convenience sampling method. The data were analyzed by using Mean, Correlation and descriptive statistics through SPSS 25 software. The findings demonstrate a significant impact of brand name, price, product features and social influence towards purchase intention of smartphones and further indicates the age moderates the relationship between these four factors and the purchase intention of smartphones. The findings are important to make a huge contribution to the development of the economy by increasing the savings of our country through manufacturing smartphones in our country and also marketers can make the developments to existing smartphone industry by using these insights and they can use this information to provide a quality service for consumers. Finally, this research will be important for consumers as able to determine how many determinants are more effective when a customer wants to buy a new smartphone.

**Keywords:** *Age, Brand Name, Price, Product Features, Social Influence*