

The Product Attributes That Influence the Smart Phone Buying Decision of Young People (Generation Y) In Sri Lanka

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The mobile phone industry is one of the fastest growing industries in the world. The first major transformation occurred in 2002 with buildup of the first color screen and then they introduce multimedia mobile phone during 2004-2006. Between 2000 and 2013, the number of mobile phones in use worldwide grew from fewer than 1 billion to around 9 billion. Finally the birth of smart phone started in 2007 by Nokia. From 2007 to 2010, there are more than 300,000 of mobile apps being developed. It is important for mobile phones companies to attract Generation Y customers with new technologies and designs, and make profit from them by creating good buying decision.

The aim of the research is to analyze whether the product attributes of individuals affect the purchasing decision when a customer is going to purchase Smartphones. As such the problem statement can be built up as: “What are the product attributes that influence the Smart phone buying decision of young people (Generation Y) in Sri Lanka”

The conceptual framework and the methodology of the study are explained for the variables identified through literature and through discussions with professionals of the smartphone and Smartphone service providing companies are presented in a manner that can be tested empirically.

According to the study done by the researcher, we can clearly see that the customers consider the Purchasing Decision factors. Under the Independent variable, affect Smartphone purchasing decision & users consider about the Brand Image, product convenience, Product Price, Product features, Social Influence of the Smartphone. When we conclude on this variable effect of the Smartphone purchasing decision is considered the most important among the smartphone purchaser.

Key Words: *Product Attributes, Buying Decisions, Generation Y*