

**Gen – Y Customer Satisfaction Factors for Smartphone Brand  
in Chattogram, Bangladesh**

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**Research Project Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Business Administration  
Universiti Tun Abdul Razak**

**October 2022**

## DECLARATION

The author hereby declares that this project paper is the original study undertaken by his unless stated otherwise, due to acknowledgment has been given to references quoted in the bibliography. The views and analyses in this study are that of author's based on the reference made; and this does not constitute an individual to use this study as technical tool for investment.



Signature :  
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Date : 30 October 2022

## ACKNOWLEDGEMENT

I would like to thank UniRazak Malaysia for the chance to work on this project and gain research-related expertise. I have been instructed on how to effectively apply my knowledge to this subject of study and have acquired a valuable skill for future endeavors. All of this would not have been possible without the assistance of my supervisor, Prof. Dr. Roland Xavier, whose unrelenting efforts in guiding me from the beginning of my trip to the conclusion of my research made it all possible. His passion, encouragement, knowledge, and skill are mostly accountable for my assistance throughout my difficulties. I was lucky since he was always accessible for conversation, not just during my confusion over this study, but also for my future studies.

In addition, I would like to thank UniRazak for the tools and facilities it has made available, such as free online publications and papers, which have been quite helpful for this research. I appreciate the cooperation of all responders in completing the surveys. My study could not be completed on time without them. Finally, I would want to thank my family and friends for their encouragement to follow my own path and for their support.

Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master of Business Administration

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**By  
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**ABSTRACT**

Smartphone is a rapidly increasing product in the electronic industry, and it is seen as vital by the majority of people due to the breadth of its applications. Due to a greater demand for smartphones from well-known brands in Bangladesh, local businesses barely survive in their own market. Consumers are becoming less brand-focused and more price-sensitive in developed markets, and there are indications of market saturation. These markets exhibit faster growth than established markets in emerging and developing economies. The goal of this study is to uncover characteristics that influence customer satisfaction after purchasing a product. The study employs a quantitative technique, surveying Generation Y in Chattogram, with 300 participants. This study employs descriptive analysis, correlation analysis, and multiple regression analysis. According to the findings of this study, product judgment, product feature, social impact, brand image, and place of origin all have a strong correlation with customer satisfaction. Meanwhile, product assessment is the most significant factor on customer satisfaction. A discussion of the study's findings will serve as the foundation for recommendations to local producers, academics, and other stakeholders in Bangladesh's smartphone industry.

## TABLE OF CONTENTS

DECLARATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
LIST OF TABLES	viii
CHAPTER 1 INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem Statement	2
1.3 Research Objective	4
1.4 Research Question	4
1.5 Scope of Study	4
1.6 Significance of the Study	5
CHAPTER 2 LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Smartphone Industry in Bangladesh	7
2.3 Theoretical Framework	9
2.3.1 Theory of Planned Behavior	9
2.4 Previously Related Researches on Customer Satisfaction	11
2.5 Factors Influencing Customer Satisfaction	11
2.6 Country of Origin (COO) and Customer Satisfaction	12
2.7 Product Features and Customer Satisfaction	13
2.8 Brand Image and Customer Satisfaction	14
2.9 Product Judgment and Customer Satisfaction	15
2.10 Social Influences and Customer Satisfaction	15
Hypothesis	16
CHAPTER 3 METHODOLOGY	18
3.1 Introduction	18

3.2 Research Design	18
3.3 Research Instrument	18
3.4 Research Sample	20
3.5 Data Collection Method	20
CHAPTER 4 ANALYSIS	22
4.1 Introduction	22
4.2 Sample Characteristics	22
4.3 Data Screening and Cleaning	22
4.4 Background of the Respondent.	23
4.5 Descriptive Statistic of the Variables	26
4.6 Hypothesis Testing	29
4.6.1 Multiple Regressions Analysis	30
4.6.2 Pearson Correlation	34
4.7 Summary	38
CHAPTER 5 DICUSSION	39
5.1 Introduction	39
5.2 The Effect of Smartphone's Product Factors and External Factors on Customer Satisfaction	39
5.3 The Most Influential Factors Between Product and External Factors	40
5.3.1 Product Judgment and Customer Satisfaction	40
5.3.2 Product Features and Customer Satisfaction	40
5.3.3 Social Influence and Customer Satisfaction	41
5.3.4 Country of Origin and Customer Satisfaction	42
5.3.5 Brand Image and Customer Satisfaction	42
5.4 Summary	43
CHAPTER 6 CONCLUSION AND RECOMMENDATION	44
6.1 Introduction	44

6.2 Implication of the Study	44
6.2.1 Theoretical Implication	44
6.2.2 Managerial Implication	45
6.3 Limitation of the Study and Suggestion for Future Research	46
6.4 Conclusion	47
REFERENCES	48
APPENDICES	54
APPENDIX B: APPROVAL PAGE	58



## LIST OF TABLES

Table 4.1 Respondents' Gender.....	29
Table 4.2 Respondents According to Age.....	29
Table 4.3 Occupations of the Respondents.....	30
Table 4.4 Educational Level of Respondent.....	30
Table 4.5 Brand of Smartphone Use by Respondents.....	31
Table 4.6 Brand of Smartphone Use by Respondents.....	32
Table 4.7: Means and Standard Deviation for County of Origin.....	32
Table 4.8: Means and Standard Deviation for Product Features.....	33
Table 4.9: Means and Standard Deviation for Brand Image.....	33
Table 4.10: Means and Standard Deviation for Product Judgment.....	34
Table 4.11: Means and Standard Deviation for Social Influence.....	34
Table 4.12 Means and Standard Deviation for Satisfaction.....	35
Table 4.13 Correlation between Country of Origin and Satisfaction.....	35
Table 4.14 Product Features and Satisfaction.....	36
Table 4.15 Brand Image and Satisfaction.....	37
Table 4.16 Correlation between Product Judgment and Satisfaction.....	37
Table 4.17 Correlation between Social Influence and Satisfaction.....	38
Table 4.18 Correlation of Research Dimension.....	39
Table 4.19: Multiple Regression Analysis and Collinearity Statistics.....	40
Table 4.20: Model Summary.....	41
Table 4.21: ANOVA.....	41



# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the study

The main objectives of this research are to better understand the critical factors influencing consumer satisfaction with smartphones and the current dynamics of the smartphone market in Bangladesh from the perspective of end users, in accordance with the Theory of Planned Behavior (TPB). The focus on smartphone items has increased significantly in recent years as smartphone use has extended more widely throughout the country. In actuality, many individuals today use smartphones in some way in their daily lives (Lee et al., 2014). Communication across different countries and areas has been made possible by cellphones for many years. Mobile phone usage has become quite common among people for both personal and professional reasons. The functionality and reliability of conventional phones have been steadily replaced by smartphones. Short Message Services (SMS) and Multimedia Messaging Service (MMS) are gradually displacing traditional modes of communication due to their cost-effectiveness for each message delivered.

Bangladesh is a nation with tremendous opportunities for technical advancement. In this developing country, a sizeable section of the populace is growing up with modern technology, including the smart phone. The usage and pleasure of cellphones by this sizable typical group of individuals is influenced by a number of significant aspects. About 9.63 crore people in Bangladesh own mobile phones, according to figures from the Bangladesh Telecommunication Regulatory Commission. Out of these significant numbers, at most 34% of mobile device users are smartphone users.

More than 4 (4.12) crore mobile phones were produced and imported into Bangladesh during the fiscal year 2020–2021. More over 2.5 crore (2.59) phones, or 63 percent of them, were produced domestically in Bangladesh. While Bangladesh's mobile industry used to be solely reliant on imports, several domestic companies are now dominating the local market and exporting internationally.

Significant technology breakthroughs have also led to the creation and distribution of more sophisticated and potent cellphones. Smartphones are widely accepted by the majority of

people worldwide, especially young folks. At the end of July 2022, there were 184.45 million mobile phone subscribers worldwide. By the end of June 2022, there were 126.21 million active Internet users worldwide.

Given that almost one-fourth of people are online, phone makers have a great opportunity to entice new customers by offering affordably priced, superior smart devices. This year, more rivals are anticipated to enter the phone market, according to insiders in the sector.

The reasons that prompt Gen Y customers in Chattogram, Bangladesh, to choose a certain smartphone brand are looked at and examined in this study.

## **1.2 Problem Statement**

This research is primarily concerned with the national and international business trends related to certain items on the market. Recent advancements in the telecommunications sector have accelerated the entry of new smartphone manufacturers. Customer retention is a critical component for the survival of each participant in the industry and is necessary to maintain sustained profit and profitability. Local smartphone manufacturers and brands, particularly those in Bangladesh, are struggling to establish their names and goods in the minds of consumers. When compared to the well-known international companies that have local presence, they are seen as new in this business.

Smartphone devices nowadays are essentially same in product characteristics, such as comparable in form, with broader square screens, equipped and running almost the same operating system, unlike mobile phone period that comes with a variety of design and functionality. Each smartphone has the same features, including the ability to browse the internet, communicate with friends and family through social media, take pictures and videos, play games, and many more. This is true even for smartphones made by various manufacturers. Due to the growing popularity of smartphones, it is necessary to look at both the characteristics that buyers value while making a purchasing decision and the factors that will make them happy after they have the device in their possession.

Despite having the greatest expertise in software development and the computer business, Microsoft software smartphones have been unable to overtake the market over the last several

years. This comes as a surprise considering that Android smartphones continue to rule the worldwide smartphone industry with a market share of about 85% in the second quarter of 2014, which accounted for more than 255 million devices delivered. Contrarily, Android and iOS devices have surpassed Windows Phone and BlackBerry in popularity (International Data Corporation, 2014). These developments may be attributed to a closely related product category known as smartphones, with distinction dependent on the software or operating system that is included with the device and is included under product features. Each operating system made available by various manufacturers varies somewhat in terms of multitasking, performance, cost, and interface. Based on distinct individual use and demands, this variance could have an impact on consumers' pleasure. For example, younger generations and students demand speedier software to run in order to meet gaming requirements. Therefore, the choice of operating system or available features may somehow impact how satisfied people are with the product.

Next, customers are able to recognize a manufacturer thanks to the brand picture that is included in every smartphone. This aids customers in differentiating and recognizing the manufacturers when they are making decisions both before and after making a purchase. When it comes to trust, customers also depend on the product. A product's brand image may also represent social standing and societal acceptance. Due to the fact that certain smartphone brands prosper while the other brands lag behind, some buyers choose one product over the other as a result of this situation. Customers preferred one brand over another.

Three smartphone manufacturers that entered the market with a few models in recent years have emerged as the top-selling brands worldwide (Epstein, 2013). The top market share positions internationally are held by a number of mobile companies, including Samsung, Apple, Google Pixel, Oneplus, Huawei, Mi, and Vivo (IDC, 2020).

Due to a greater demand for smartphones from well-known brands in Bangladesh, local businesses barely survive in their own market. According to BBC News (2014), consumers are becoming less brand-focused and more price-sensitive in developed markets, and there are indications of market saturation. These markets exhibit faster growth than established markets in emerging and developing economies.

### **1.3 Research Objective**

In order to address the challenges of the research and respond to the research questions, this study is generally intended to assess the crucial elements that would impact consumer happiness while using a smartphone. The precise research goals are as follows:

- Analyze how product aspects such as product judgement, product feature and brand image affecting customer satisfaction
- look into how external factors such as social influence and country of origin affect customer satisfaction.

### **1.4 Research Question**

- What influence do product characteristics like product judgement, product feature and brand image have on customers' pleasure with smartphones?
- How are smartphone users affected by external factors like social influence and country of origin?
- What elements are most important for guaranteeing client happiness with smartphones?

### **1.5 Scope of Study**

This research will only examine how five variables—brand image, product evaluation, product features, social influences, and place of origin—affect consumer happiness with smartphones. This research will look at Chattogram's population. The sample will pay particular attention to the younger generation, which is known to use smartphones at a larger proportion than earlier generations. This sample, commonly referred to as Generation Y, includes respondents who are between the ages of 20 and 38. This generation has been identified as having the largest percentage of internet users in Bangladesh, which is one of the reasons this sample was selected as the sole target group from all demographics available.

When it comes to the location, suburban areas should be the focus since they account for just 30% of active smartphone users, compared to up to 60% in metropolitan areas like Dhaka. It is crucial for this research to look at the trend and purchasing patterns in this market. It helps manufacturers to thoroughly research the perspective of the potential customers in Chattogram, Bangladesh by examining the perception of the younger generation and underserved area.

## 1.6 Significance of the Study

The local smartphone manufacturers as well as international corporations need this study to do business in Bangladesh, especially in Chattogram, which is the study's target demographic. Bangladesh now has a 40% smartphone penetration rate, and in five years, that percentage will increase to 69%. (Islam, 2020). The research's early results will help smartphone manufacturers, especially local ones. There are various features of the finished smartphone that prospective users anticipate, according to the state-owned telephone industry business Limited (TSS) and another private company, OK Mobile BD Inc USA. The ability to learn about the issues that Bangladesh is most worried about is crucial for smartphone manufacturers. Since Samsung, a Korean company, has dominated their domestic market, they have had difficulty selling its devices. Samsung offers a dozen models annually in a range of price points, from entry-level to high-end versions.

The rate of smartphone penetration rises along with the Bangladeshi people's ability to make more purchases. The high rate of smartphone use among the younger generation is a significant contributor to the industry's expansion. Additionally, sales of smartphones have surged thanks to payment incentives like EMI, which is beneficial for the domestic manufacturing industry (Islam, 2020).

Samsung maintained first place in Bangladesh's total smartphone market despite a 7% dip. The main smartphone maker now has a 17.7 percent market share, which is the greatest proportion. The popular Galaxy A line of gadgets from Samsung, notably entry-level smartphones like the Galaxy A13, Galaxy A12, and Galaxy A03 Core, have significantly contributed to this rise and helped Samsung reach this position (Dhaka Tribune, 2022).

When users acquire a new smartphone from a local telecoms provider in Bangladesh, internet access is always included. Numerous businesses, including Robi, Grameen, Airtel, Banglalink, and others, are actively involved in offering their internet services via postpaid plans or contract arrangements. Smartphone connectivity makes it simple for people to communicate and increase their productivity. Unique mobile internet customers have risen by 10.4% year since 2016 on average. By 2030, the number is anticipated to increase by 9.6% year, reaching 11.8 crore. (Habib, 2021).

Keeping consumers beyond the first purchase is crucial for marketers. When social factors are taken into account, word-of-mouth is a great tool for getting contented information from current consumers to prospective purchasers. According to the attitude variable in the Theory of Planned Behavior, the existence of a customer's attitude toward a product might influence someone's decision to make a future purchase or repeat purchase (Oliver, 1999; Ajzen, 1991).



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Technology and technical advancements allow manufacturers to increase their production capacity and add more diversity to their current product line. Due to its versatility and inclusion of a variety of tools like a camera, radio, voice recorder, games, calculator, maps, clock, video and music player, notes, internet browser, social networking apps, and many more, smartphones are becoming more and more popular. Since 2007, when there were 122.32 million users, these new generations of mobile devices have grown in popularity in society at large, reaching 1,244.89 million users in 2014. (Statista, 2015). Smartphones may be purchased by customers in different nations since they come with preferred languages tailored to each individual nation.

Trading operations between countries and promotional efforts in mass media, such as television advertisements, newspapers, brochures, billboards, and the Internet, are further factors in the global growth of smartphones. Since there are several manufacturers of smartphones in addition to the well-known names that are connected with them, consumers have a wide range of options when purchasing smartphones. Newer businesses from China and other emerging nations are aggressively fighting with established brands from industrialized nations like Apple, Samsung, BlackBerry, Sony, and Nokia to get their goods in front of consumers' minds. Customers' pleasure may thus be taken into account from a variety of angles both before and after a purchase is completed.

#### **2.2 Smartphone Industry in Bangladesh**

Bangladesh's mobile phone manufacturing industry is expanding. A few years ago, this sector was only getting started; now, it includes both local and international businesses. Due to collaborative ventures between 14 local brands and manufacturers, a number of international companies have been granted mobile manufacturing licenses. For the fiscal year 2020–21, Bangladesh's manufacturing and imports of mobile phones reached more than four (4.12 million) crore. 63% of all gadgets, or more than 2.5 crore (2.59), were built or produced in Bangladesh. The Bangladeshi mobile phone industry was once dominated by imported items, but currently, a number of local manufacturers also sell their wares overseas (Faruquee, 2022).

The Bangladesh Mobile Phone Businessmen Association (BMBA) said that 12–13 businesses spent more than TK5,000 crore in the manufacture of mobile phones, which resulted in the creation of more than 1 lakh employment. These businesses have the capacity to create over 4,000,000 units yearly (Noyon, 2022).

In 2017, import duties on smartphone component components reportedly topped 37 (37.07%). For CKD phones and SKD phones, this is further decreased to 1% and 10%, respectively. However, in an attempt to lure international enterprises to set up shop in the country, the government has raised the tax rate on imported mobile phones. The current tax rates set by the government are 1% for domestically produced cellphones, 15% for those assembled locally, and 57% for those imported from elsewhere. Due of this, several multinational corporations are beginning to manufacture their mobile devices locally. In Bangladesh, the rate of smartphone adoption is growing at the same time as middle-class wages are rising. The increasing use of smartphones, especially among younger people, is a significant element in this market's rise. Payment alternatives like EMI have improved smartphone sales, which is good for the domestic manufacturing industry.

Domestic mobile manufacturing has expanded along with rising domestic customer demand. Opportunities for businesses in Bangladesh to cater to mobile phone users are expanding along with the availability of the Internet. Most citizens of the country now use their cellphones to access internet services like banking, shopping, and job finding. Due to the nation's growing demand for mobile phones, the local mobile manufacturing and assembly businesses have seen enormous development.

The "Made in Bangladesh" campaign was started by Bangladesh's Ministry of Commerce to encourage local smartphone manufacturing and assembly and to draw attention to Bangladesh's rapid economic development, especially in the private sector. Higher taxes on imported phones, cheaper fees for imported mobile components, and incentives for multinational companies to join the market are all part of the campaign's plan to revitalize the country's telecom industry (Faruquee, 2022). Due to their cheap sales and promising future, Chinese manufacturers have dominated the smartphone price in Bangladesh. China has been successful in capturing a greater share of the Bangladeshi smart phone market by offering inexpensive devices with cutting-edge capabilities. 96.46 percent of imported smartphones originated from China



between July and December 2015, according to data gathered by the National Board of Revenue (NBR). According to CyberMedia Research, Symphony has a 53% market share in Bangladesh in 2014. (CMR). The current state of the industry makes it clear that most Bangladeshi smartphone manufacturers have lowered their pricing in order to stay competitive. As a result, cellphones are becoming increasingly common among all socioeconomic groups. Bangladesh's smartphone industry has seen substantial growth in recent years, showing that the country has a bright future for smartphones (Arif, 2019).

## **2.3 Theoretical Framework**

Brand identity gives a product or service the essential "spirit" when coming up with a name for it. Brand image is the psychological aspect of a trademark that customers connect with it, as opposed to the actual qualities of a brand (mark image) (Aaker, 1997). Shoba looked into the customer buying trends of a number of portable brand names from Akshay Agencies (2016). According to the findings of a factor analysis, a consumer's decision to buy a product was influenced by its availability, utility, quality, cost, and generosity.

### **2.3.1 Theory of Planned Behavior**

Along with how well-functioning cellphones are, Bangladeshi customers are influenced by elements including cost, brand awareness, and their desire to make a purchase. According to experts, consumer perceptions of a product's brand have a significant impact on whether or not they would make a purchase (Rahim et al., 2016; Ahmed et al., 2015). Juwaheer et al. (2014) mention in their dissertation that consumers are more likely to purchase goods and services from well-known brands since they provide greater choice and a quality assurance. This is especially true with cellphones. According to the same studies, smartphone buyers in Bangladesh believe that price is an indication of quality, with higher pricing suggesting smartphones with more cutting-edge technology, cutting-edge design, and better functionality. This viewpoint is consistent with their views and thoughts. One of the key elements affecting prospective phone consumers was found to be attractive and competitive price (Ayodele & Ifeanyichukwu, 2016; Mokhlis & Yaakop, 2012; Negi & Pandey, 2013; Alshare et al., 2020; Riyath & Musthafa, 2014). Consumers also place a lot of importance on a product's reputation, value, and quality when making a purchase decision (Leo et, 2005). In a manner similar to this, it was intimated that picking a mobile phone and other, more general considerations are all

subjective (Garga et al., 2019). Together, these components offer a picture of how smartphones operate in Bangladesh. According to the research, there is not much product compromise.

#### Link between intention and satisfaction

Value judgments of consumers play a big part in determining how happy they will be with a purchase and what they will do next. Recently, marketing executives and scholars have started to focus more on how consumers see value. There are two distinct kinds of consumer satisfaction: transactional and total. While a person's level of pleasure with an experience or a product's worth is related to them, a person's level of contentment with a purchase in and of itself is related to their opinion of the caliber of the item they bought (Spiteri and Dion, 2004). On the plus side, client satisfaction is influenced by perceived value. When customers feel they are getting their money's value, they are more pleased (Kuo et al., 2009; Turel and Serenko, 2006). Since happy consumers are more likely to respond positively after making a purchase, customer satisfaction acts as a link between perceived value and subsequent actions (Lin and Wang, 2006). Perceived value, according to Chen and Chen (2010), is a key factor in determining customer pleasure and acts as a link between the caliber of a service or product and its consumers' contentment (Chen and Tsai, 2008). Perceived value is seen as a key sign of overall customer pleasure as businesses try to outperform competitors by ensuring that consumers are happy. Assessments of customer value are tied to actions like recommendations and repeat business (Lee et al., 2007).

#### Link between TPB and satisfaction

Consumer perceptions of how well a product satisfies their demands for the price establish a product's value, or how much it is worth to them. What consumers believe a thing is worth based on both its cost and quality. Businesses may be compared in terms of their price/value offer using the perceived value structure (Anderson et al., 1994). Empirical evidence of relationships between value-added service, customer contentment, and purchase intention for smartphones was presented by studies by Lau et al. (2016) and Nath et al. (2015).

## **2.4 Previously Related Researches on Customer Satisfaction**

Urban Bangladeshi smartphone users provided primary data that was used to examine the factors that affect consumers' preferences for mobile. The bulk of smartphone users are under the age of 40, and most spend between Tk. 10,000 and Tk. 40,000 on their smartphones, according to the statistics. According to the poll, the attributes of the product, the brand's reputation, the cost, and the product's quality have the most bearing. Furthermore, since they add new empirical data to the body of existing research and provide information that enables manufacturers to adjust their marketing mix and strategic goals, the study's results are very important for both academics and mobile phone manufacturers. In Bangladesh, there were 170.137 million mobile phone customers overall as of the end of December 2020, and there were 102.353 million subscribers to mobile internet across four carriers (BTRC, 2021).

## **2.5 Factors Influencing Customer Satisfaction**

Many academics in Bangladesh have looked at what makes happy mobile phone customers (Nath et al., 2015). However, the authors are unaware of any recent studies that examine the factors that lead Bangladeshi consumers to purchase cellphones. The purpose of the research was to determine the factors influencing Bangladeshi consumers' decisions to buy smartphones. Urban Bangladeshi smartphone users provided primary data that was used to examine the factors that affect consumers' preferences for mobile. The bulk of smartphone users are under the age of 40, and most spend between Tk. 10,000 and Tk. 40,000 on their smartphones, according to the statistics. According to the poll, the attributes of the product, the brand's reputation, the cost, and the product's quality have the most bearing. The results are very significant for both academics and mobile phone manufacturers since they add fresh empirical data to the existing literature and provide manufacturers the information they need to change their marketing mix and strategic goals. The elements that affect the choice to acquire a mobile phone have been studied, including price, brand reputation, intention to buy, referrals from friends, willingness to forgo other purchases, product sacrifice, anticipated quality, and perceived value.

## 2.6 Country of Origin (COO) and Customer Satisfaction

The results demonstrate that a product's country of origin positively affects customer impression. In other words, a favorable relationship with the country of origin of a product could improve overall customer impression of the product. The results of this research supported earlier findings that customers' views of a product's country of origin might influence where that product is created. Depending on where a product was produced, consumers will have different standards for its quality. According to research, customers in Bangladesh are more inclined to buy cars from:

### China

Itel, a Chinese product, has a 1.62 percent market share in Bangladesh. I was amazed by this company's goods' popularity in Bangladesh. They manufacture affordable mobile phones, an essential product in Bangladesh.

Currently, Huawei has a market share of 3.77 percent in Bangladesh. Utilizing premium materials that are durable and draw in repeat clients. We anticipate Huawei will steadily lose market share over the next several years, despite now being the third-largest smartphone manufacturer in Bangladesh.

Oppo has grown its market share in Bangladesh from 4.676% to 5.85%. Oppo is performing fairly well as a well-known brand on a worldwide scale.

Realme is now making headlines in Bangladesh. Their market share is now growing quickly. It has 10.4% of the Bangladeshi market as of the year 2022. In the middle-tier smartphone industry, this brand is well-known.

Xiaomi has a 16.02% market share for smartphones in Bangladesh. It has surpassed Huawei to become Bangladesh's second-best-selling smartphone brand. Xiaomi is favored by many Bangladeshis above other brands. In China, the Redmi series of low-cost smartphones from Xiaomi is very popular.

Currently, Nokia has a 1.9% market share in Bangladesh. Nokia has introduced new phones and made adjustments in response to stock Android's growing popularity, but the company's

exorbitant prices have discouraged many prospective buyers from even considering the brand. Nokia made the decision to withdraw from the Bangladesh market in order to uphold its premium pricing policy.

### Bangladesh

Symphony has a 1.92 percent market share in Bangladesh as of 2022. The rate is now lower than it was a year ago (2.866%). because of the Bangladeshi market's tremendous expansion, especially for Xiaomi and Realme.

### The United States

Apple has seen great success, particularly in Bangladesh. Their enduring success is the result of their excellent brand. Apple is Bangladesh's sixth-best-selling smartphone brand in 2022 with a 2.36 percent market share.

### South Africa

Mobicel finished seventh among Bangladeshi telecom companies in 2017 with a 1.83 percent market share. Mobicel would hold 4.29 percent of the mobile market in Bangladesh by 2022. Mobicel phones are more well-liked than those of rivals like Symphony, Vivo, and Nokia because of their competitive pricing.

### Korea (South)

Samsung has a 33.11% market share in Bangladesh. Sales increased by 203% from 2018 to 2019. Samsung swiftly increased its market share in Bangladesh after introducing Android there for the first time (DeviceFit, 2022).

## **2.7 Product Features and Customer Satisfaction**

A product's features are its traits that enable the consumer to utilize it to meet their requirements (Kotler & Armstrong, 2007). In the mobile phone industry, smartphones have a variety of high-tech features, including wireless access, application installation, file system management, a built-in web browser, multimedia presentation and capture, appropriate programability, countless gigabytes of storage and location, high-resolution displays, and motion sensors (Oulasvirta et al., 2011). Despite the fact that these functions provide varied levels of enjoyment, users choose telephones depending on the aspects that best suit their needs and

tastes (Chow, Chen, Yeow, & Wong, 2012). According to empirical data from past research, customers choose smartphones based on their capabilities. Ahmed, Gull, and Rafiq (2015) confirmed the technology and innovations; Ayodele and Ifeanyichukwu (2016) suggested the attractive features; Mokhlis and Yaakop (2012) mentioned the innovative features; and so on. Nath et al. (2015) found the technical and value-added features as the critical factors to choose the mobile handsets. Rahim et al. (2016) mentioned simple product features. According to a study done by Ling et al. in 2006, consumers like five aspects of mobile phone design, including color displays, cameras, internet browsing, wireless networking, and voice-activated calling. Chow et al. (2012) discovered that customers were more interested in the camera on smartphones than the software. The style, size, and organization of mobile phones and their menus have a significant impact on customers' purchase choices, according to study by Ling, Hwang, and Salvendy from 2007. Lightweight phones are favored over bulky ones, say Gopal, Anjali, and Aakanksha (2013), whereas Riyath and Musthafa (2014) put greater value on a phone's attractive appearance. Negi and Pandey's (2013) study found that young women prioritize a mobile phone's battery life over all other features.

H2: Product feature is positively affecting Bangladeshi consumers' satisfaction in using smartphone.

## **2.8 Brand Image and Customer Satisfaction**

Creating a distinctive identifier for a product or service, such as a name, phrase, symbol, or design, is known as branding. A company's brand serves as a distinctive identification and creates a link between it and its products or services (Leelakulthanit & Honcharu, 2012). A key selling element for companies is often cited as the brand name of the item or service. Furthermore, it could provide the groundwork for the firm's competitive edge. Consumers appreciate branded goods and services because they get quality assurance from brands, have more choices, and can make informed purchasing decisions (Juwaheer et al., 2014). Customers currently want cellphones that stand out from the competition with unique features including a straightforward graphical user interface for touch screen interactions and the capacity to quickly check information with a minimum of annoyance (Suki, 2013). The perception consumers have of a smartphone brand influences their propensity to buy that brand, according to study by Rahim et al. (2016). Numerous empirical research, like those by Bayraktar et al. (2012), Mokhlis and Yaakop (2012), Ahmed et al. (2015), and Garga, Maiyaki, and Sagagi

(2013), show that a consumer's opinion of a mobile phone brand is a crucial factor when making a purchase (2019). However, Ayodele and Ifeanyichukwu (2016) found that customers' choices for smartphones were mostly unaffected by brand image.

H3: Brand image is positively affecting Bangladeshi consumers' satisfaction in using smartphone.

## **2.9 Product Judgment and Customer Satisfaction**

An indicator of how a market assesses its most recent purchases is quality as perceived. A customer's evaluation of the customary methods used to offer a service is all that is required to determine the quality of that service in their eyes (Hellier et al., 2003). This indicator assesses a product or service's dependability and how effectively it satisfies client demands. We refer to this process as "customization," which entails meeting a customer's unique needs. But the consistency, consistency, and bug-freeness of a company's product or service are described by dependability. Alshare et al. (2020) made the case that cellular brands are more likely to attract and keep consumers if they provide good service at competitive prices. Lau et al. discovered that a smartphone's perceived utility, ease of use, and pleasure had a significant influence on their decision to get one (2016). Additionally, it was discovered by Garga et al. (2019), Riyath and Musthafa (2014), and Twenefour (2017) that brand choice is influenced by the perceived quality of telephones.

H4: Product Judgment is positively affecting Bangladeshi consumers' satisfaction in using smartphone.

## **2.10 Social Influences and Customer Satisfaction**

The cultural, social, economic, interpersonal, and structural components of a society have a significant impact on purchase choices. Whether or not the influence is intentional, "social influence" describes the impact that another person has on a person's attitude, thoughts, and behaviors. When individuals who are acquainted with one another, such as parents and children, interact, this occurs. The media, parents, and classmates are a few examples of social influencers (Chow et al., 2012). Social factors that affect consumer behavior (Kotler & Armstrong, 2007). They would seek advice, ideas, and anecdotes from those who already possess cellphones. When it comes to purchasing a smartphone, Mokhlis and Yaakop (2012)

emphasized the value of word-of-mouth, while Garga et al. (2019) found that recommendations from friends and family are equally essential. The growth of social media platforms like Facebook, Twitter, and Instagram has substantially improved customers' access to information about smartphones as well as comments and reviews from people who are presently using or have previously used the devices. Suki and Suki (2013) claim that while choosing a smartphone, young people, particularly students, heavily depend on recommendations from their friends. Ayodele and Ifeanyichukwu (2016) searched for social factors that could affect smartphone sales but came up empty-handed.

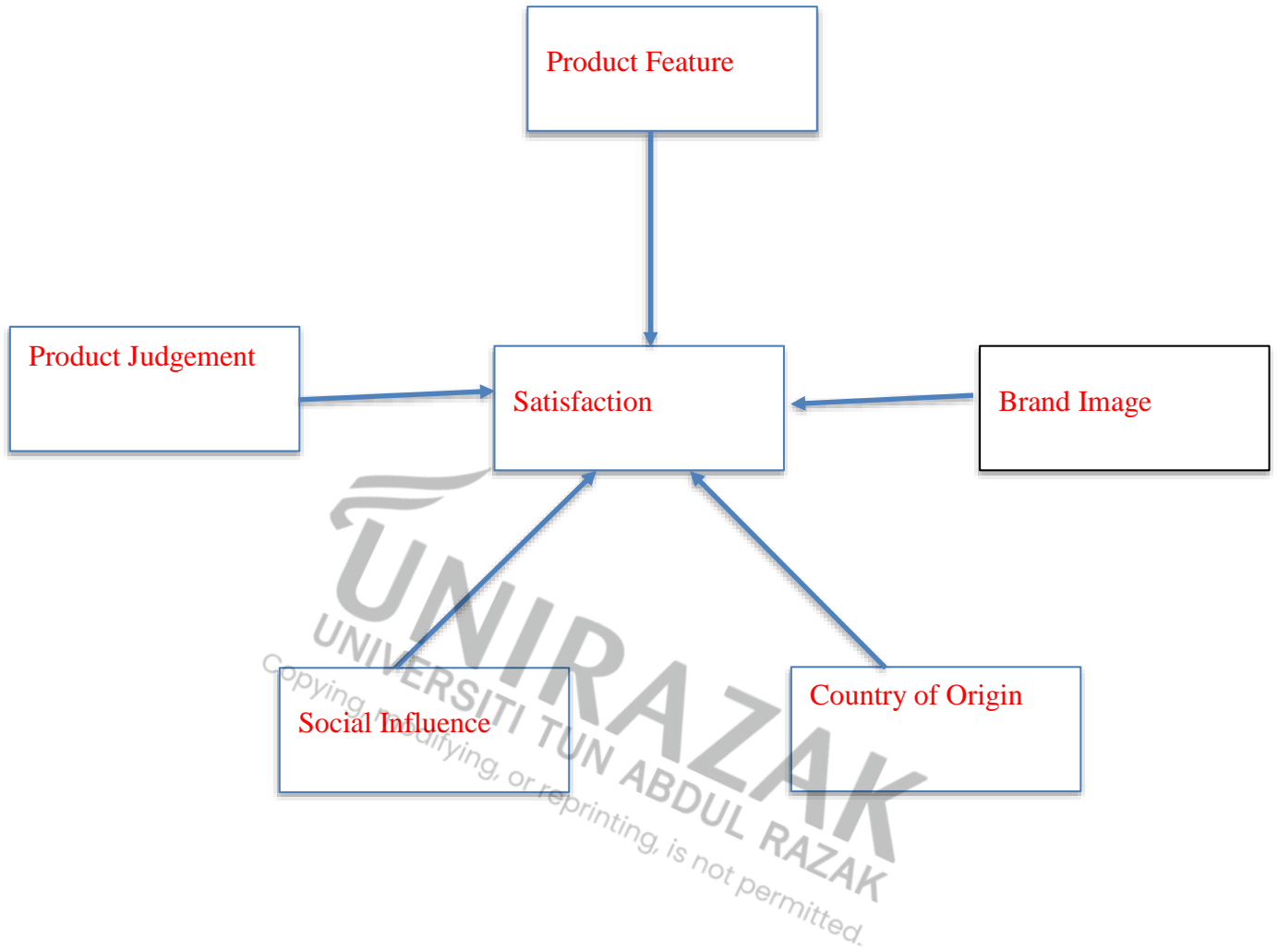
H5: Social influence is positively affecting Bangladeshi consumers' satisfaction in using smartphone.

### Hypothesis

H1	Country of origin has a positive effect on the smartphone satisfaction of Bangladeshi consumers.
H2	Product feature is positively affecting the Bangladeshi consumer satisfaction in using smartphone
H3	Brand image is positively affecting the Bangladeshi consumer satisfaction in using smartphone
H4	Product Judgment is positively affecting the Bangladeshi consumer satisfaction in using smartphone
H5	Social influence is positively affecting the Bangladeshi consumer satisfaction in using smartphone



# Conceptual Framework



## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter discusses the methods used to examine the variables influencing smartphone satisfaction, which is divided into seven parts. The theoretical framework is built first, then the research design, the research tool, and the sample employed in this study. To accomplish the study goals, the research methodologies employed for data collection and analysis are described. Finally, the researcher also discusses the statistical approach used in this chapter.

#### **3.2 Research Design**

Zikmund et al. (2013) described a study design as a master plan that outlines the processes and techniques to be used in order to gather and analyze the necessary data. In other words, it serves as a framework for the researcher to gather the data needed to test the hypothesis. To make sure that the data gathered is useful for fixing the issues, the goals of the study established in the early phases of this research are incorporated. Additionally, it is stated that there is no one optimum research design before the methodology utilized in this study is made clear. As a result, the researcher has a variety of options to choose from that may aid in achieving the specified goals.

#### **3.3 Research Instrument**

A research instrument is a tool for gathering necessary data. The information may be gathered through a variety of approaches, including experiments, secondary data, observation, and surveys, which are also referred to as questionnaires. Questionnaires are the most often utilized technique of data collection out of all the options since they are affordable and cover a huge number of respondents, among other factors. As a result, the questionnaire approach is used as the data gathering strategy in this research. There are two sections: Section A includes instrument items relevant to the independent and dependent variables utilized in this research, as well as other variables as described in the preceding chapter. Section B asks simple questions on the demographics of the respondents, including their gender, age, nationality, ethnicity, and level of education.

Five independent variables and one dependent variable, each of which is separated into two halves, are as follows:

1. "Country of Origin" is made up of five pieces that were modified from Sanyal & Datta (2011)
2. "Product Feature" is a collection of five Sainy-inspired things. (2014)
3. "Brand Image" is made up of five Gharleghi-inspired things (2013).
4. The six components that make up "Product Judgement" are taken from Klein et al (1998)
5. Four things from Thing et al "Social .'s Influence" are included in the section "Social Influence" (2011)
6. The five components of "Satisfaction" are taken from Stephen J. Newell (2011)

This research use the Likert scale to produce a statistical measure in Section A. Respondents are asked to rate how much they agree or disagree with a statement using an ordinal scale, which is often represented by a 5-point scale with the options "Agree," "Neither," and "Disagree" in the center and "Strongly Disagree" at either extreme. This psychometric response scale was created as a tool for objectively and scientifically assessing psychological attitudes (Bertram, n.a.). According to Hartley (2013), using a Likert-type scale allows for high sample numbers, which improves the reliability of the results. Additionally, earlier studies showed that scales created by earlier researchers were adapted for use in those studies; these scales typically employed five to seven scale points, while other researchers felt it would be more acceptable to design their own scales. The Liker-scale used in the questionnaire's design ranges from (1) strongly disagree to (2) disagree to (3) neutral to (4) agree to (5) highly agree.

### **3.4 Research Sample**

The population for this research must be identified and determined as part of the sampling procedure. Living in Chattogram City is the study's target demographic. This sample will contain members of a certain demographic, such as students and young adults. When compared to other younger or older groups in Bangladesh, Generation Y has the greatest degree of acceptance of smartphones. Age disparities are one of the elements that influence the desire to utilize an information system and technology adoption, according to research by Morris and Venkatesh (2000).

Since it is simple to contact every responder, convenience sampling is utilized. The study's target population consists of 300 individuals in total. These cities will be chosen for the sample technique.

### **3.5 Data Collection Method**

Fundamentally, this study uses survey methodology, which is well-known as the most popular way to get primary data in business research (Zikmund, Babin, Carr and Griffin, 2013). Both email and hand administration of the survey will be used in this research.

Each potential responder receives a questionnaire sent using Google Form along with a message describing the aim and scope of the research. The respondents are informed of the goals of the research and the input anticipated from each responder, as well as the normal distribution by hand.

### **3.6 Statistical Method**

A quantitative approach called Statistical Package for the Social Science 19.0 is used to examine the data (SPSS). The researcher compiles and analyzes the raw data using the descriptive statistics approach. The information will then be processed in a shorter manner. For assessing the acquired data in this research, numerous statistical approaches are applied, including frequency distribution, correlation, and multiple regression analysis.

### **3.7 Questionnaire Design**

There have been numerous procedures taken in the design and administration of the questionnaires to make sure the applicable instrument utilized in the data collecting technique is pertinent to the study goal. The stages involved in creating the questionnaire include looking through prior research to find measurement questions that best suit the construct being studied,

and then changing certain terminology and phrases to improve how well respondents would understand the items. Since the respondents use Bangla as their primary language, it needs to be translated into both Bangla and English so that all target respondents from different educational backgrounds may readily comprehend it.

The respondents are given access to the completed surveys by hand, email, and through Facebook, a social media platform. Portions A and B make up the two major sections of the questionnaire. All five independent variables and one dependent variable are featured in Section A, and responders are asked to choose the choice that best captures their experiences on a provided five-point Likert scale. Section B includes questions regarding the respondent's history and demographic data, which are mostly taken from previous researchers' questionnaire surveys and some of which have been modified to fit the study's findings.

### **3.8 Pilot Test**

The primary goal of the pilot test is to determine if the variables are believed to have an impact on customer satisfaction. It also assists the researcher in determining the dependability of each variable, in addition to examining the understandability of replies to each question. Other than a vital stage to identify issue areas in the instrument prior to full study implementation, this little study is undertaken to select data collecting instrument, sample recruitment strategy, research procedure, and other research methodologies in preparation for a bigger scope (Hassan et. al, 2006). 30 sets of questionnaires are disseminated and collected from selected respondents who reflect the desired demographic for this purpose. For this investigation, all outcomes have been proved to be trustworthy. The dependability for brand image is 0.906, 0.944 for country of origin, and 0.874 for product feature. Finally, the scores for product evaluation, social impact, and satisfaction are 0.872, 0.795, and 0.832, respectively.

## **CHAPTER 4**

### **ANALYSIS**

#### **4.1 Introduction**

This chapter will provide examples and commentary on the findings of the presented research. The research goals outlined in the first chapter of this study provide the foundation for the data analysis of the findings. The Statistical Package for Social Science (SPSS) version 20 is utilized for data analysis. A chapter is made up of many parts, beginning with Section 4.1 with sample characteristics. Data screening is done in Section 4.2 to find mistakes, and demographic information about responders is done in Section 4.3. Under section 4.4, descriptive analyses of the variables are carried out, and then, as described in Chapter 2, hypothesis testing is done. The analyzed result and the hypothesis are summarized in the chapter's last part.

#### **4.2 Sample Characteristics**

The sample, which consists of pre-university students, undergraduates, post-graduates, and employees in various sectors, receives a total of 320 questionnaires. These individuals, who range in age from 21 to 35, are all members of Generation Y. Generation Y makes up the majority of university students, hence numerous public and private institutions are included in the sample. The surveys are only sent to numerous regions with the help of friends and family due to time and money constraints.

#### **4.3 Data Screening and Cleaning**

To make sure the data set is error-free, it is crucial to follow a few procedures while preparing the data file. The steps involved in screening and cleaning the data include checking for mistakes on each variable and then identifying and fixing any flaws in the data file (Pallant, 2013). Each value is recorded such that it falls inside the range of potential results. As a result, the frequency test performed shows that there were no coding or data input errors since all numbers fit within the range of allowable values. Despite this, several of the surveys in various sets had unanswered questions. The sets are thus not used in this investigation.

#### 4.4 Background of the Respondent.

A total of 300 respondents, or 69.4% of the 300 respondents, are female, making up the bulk of the sample. The remaining responders, who totaled only 117, are men. In terms of age, 100% of respondents are between the ages of 21 and 35. Tables 4.1 and 4.2 show the breakdown of age and gender groupings.

Gender	Frequency	Percent
Male	207	67.6
Female	99	32.4
Total	306	100

Table 4.1 Respondents' Gender

Age Group	Frequency	Percent
21 - 25	165	53.9
26 - 30	100	32.7
31 - 35	41	13.4
Total	306	100

Table 4.2 Respondents According to Age

In table 4.3, the highest number of occupations are held by students, who account for 56.9 percent of the total, which indicates that 174 out of 306 samples are comprised of university students with no specific income. The second highest number of occupations is held by private employees, who account for 34.6 percent. 2.3 percent of responders are lecturers. The percentage of the overall sample that is devoted to public service is 6.2%.

Occupation	Frequency	Percent
Student	174	56.9
Lecturer	7	2.3
Public	19	6.2
Private	106	34.6
Total	306	100

Table 4.3 Occupations of the Respondents

This research also looks at the educational backgrounds of the participants. According to Table 4.5, more than half of the respondents are either pursuing a bachelor's degree or have already obtained one. More specifically, 54.9% of all respondents, or 168 respondents, are majoring in subjects that demand for a bachelor's degree. A total of 31 respondents (10.2% of the total) are actively seeking a diploma, compared to 8 respondents (2.6% of the total) who are enrolled in diploma-granting programs. The group of people with a master's degree consists of 96 people. This answer has the lowest reported educational level since just three of the sample's participants have PhD degrees.

Educational Level	Frequency	Percent
HSC	31	10.1
Diploma	8	2.6
Bachelor's Degree	168	54.9
Master's Degree	96	31.4
PhD	3	1
Total	306	100

Table 4.4 Educational Level of Respondent



Apple is the most widely used smartphone brand, with 124 users (40.5% of all users) using it. Samsung (21.2%) and Xiaomi (21.6%) are the next two most popular brands after Apple. Oneplus and Oppo are two other well-known but less often used brands among respondents, with respective market shares of up to 5.2% and 4.6%. Other, less well-known companies with a 2.3% market share include Vivo, Huawei, and Realme.

Brand of Smartphone use	Frequency	Percent
Apple	124	40.5
Xiaomi	66	21.6
Samsung	65	21.2
Oppo	16	5.2
OnePlus	14	4.6
Huawei	7	2.3
Vivo	7	2.3
Realme	7	2.3
Total	306	100

Table 4.5 Brand of Smartphone Use by Respondents

Most of the people who answered the survey, up to 23.6 percent, only have one smartphone, while about 20.9 percent use two smartphones. There is approximately 12.1 percent of respondents own three different smartphones. Six of the individuals who responded to this survey have at least five different mobile devices in their possession.

Number of Smartphone Used	Frequency	Percent
One	72	23.5
Two	64	20.9
Three	37	12.1
Four	60	19.6

Five	6	2
Six	67	21.9
Total	306	100

Table 4.6 Number of Smartphones Used

#### 4.5 Descriptive Statistic of the Variables

To verify sure the data supports the assumptions, descriptive statistics are obtained for each variable. As a consequence, we can observe the average and standard deviation for each item in Tables 4.8 to 4.13. We can see that the mean and standard deviation were calculated for each table in order to examine the general distribution of answers across the various variables.

All of the variables in this research had mean scores over 3.0, according to the data supplied, showing that the respondents agree with all the aspects taken into account.

	Mean	Std. Deviation
I will prefer the brand that originates from a country [rich in R&D]	3.97	1.114
I will prefer the brand that originates from a country [ has high level of technological advancement]	4.11	1.067
I will prefer the brand that originates from a country [which maintains a high level of quality]	4.19	0.964
I will prefer the brand that originates from a country [maintains an image of more new smartphone development]	3.99	0.961
I will prefer the brand that originates from a country [which is prestigious in term of smartphone manufacturing]	3.92	1.074

Table 4.7: Means and Standard Deviation for County of Origin.

	Mean	Std. Deviation
Product features [I like my smartphone's design]	3.97	1.049
Product features [My smartphone has more applications than basic hand phone]	3.96	0.917
Product features [My smartphone provides high quality of games]	3.69	1.153
Product features [My smartphone's internet accessibility is speedier than basic hand phone]	4	1.062
Product features [I use my smartphone due to its functional software]	3.92	0.988

Table 4.8: Means and Standard Deviation for Product Features.

	Mean	Std. Deviation
Brand Image [Brand image is an attraction for me to purchase]	3.79	1.079
Brand Image [Brand image increase my social status]	3.38	1.165
Brand Image [I will consider the reputation of brand before purchasing]	3.93	1.047
Brand Image [Brand name is my priority when making a purchase decision]	3.76	1.051
Brand Image [I will consider the brand image when buying a higher price product]	3.88	1.021

Table 4.9: Means and Standard Deviation for Brand Image.

	Mean	Std. Deviation
--	------	----------------

Product Judgement [My smartphone is carefully produced and has fine workmanship]	3.9	0.93
Product Judgement [My smartphone is generally of higher quality than similar products from other brands]	3.92	0.953
Product Judgement [My smartphone shows a very high degree of technological advancement]	3.72	1.042
Product Judgement [My smartphone shows a very clever use of color and design]	3.81	0.929
Product Judgement [My smartphone is quite reliable and seems to last the desired length of time]	3.82	1.028
Product Judgement [My smartphone is a good value for the money]	3.89	1.075

Table 4.10: Means and Standard Deviation for Product Judgment

	Mean	Std. Deviation
Social Influence [It is important that my friends like the brand of smartphone I am using]	3.05	1.305
Social Influence [The pressure from friends and family is likely influence the usage rate of smartphone]	3.16	1.151
Social Influence [I would buy a smartphone if it helped me fit in with my social group better]	2.88	1.331
Social Influence [I would be easily persuaded into using smartphone if i had a low self-esteem]	3.05	1.186

Table 4.11: Means and Standard Deviation for Social Influence.

	Mean	Std. Deviation

Satisfaction Level [I am very satisfied with the quality of my smartphone]	3.9	1.003
Satisfaction Level [I am satisfied with the purchase of my smartphone]	3.93	0.837
Satisfaction Level [if I had to do it all over again, I would purchase the same smartphone]	3.22	1.223
Satisfaction Level [I am very confident that I made the right decision]	3.92	0.882
Satisfaction Level [I am convinced I made the right decision to buy the smartphone]	3.89	1.013

Table 4.12 Means and Standard Deviation for Satisfaction.

#### 4.6 Hypothesis Testing

The hypothesis is tested for validity using the multiple regression and Pearson correlation tests. The results of these tests will demonstrate both the direction and degree of the link between the independent and dependent variables as well as the variables that are most important among those included in the research. According to Pallant (2013), the value presented, which ranges from -1 to 1, may be used to identify the connection between the variables. Additionally, this number helps to explain why the association is as strong as it is. A perfect positive correlation between two variables is represented by a value of 1, a perfect negative correlation between two variables is represented by a value of -1, and a complete lack of correlation between two variables is represented by a value of 0.

#### 4.6.1 Multiple Regressions Analysis

Multiple regression analysis is used in this part to examine the correlation between a dependent variable and a number of independent variables. There are a few more challenging methods for determining the relationships between the variables in this research. The ability of all independent variables to predict is measured by conventional multiple regression, which is one of many such techniques used in this research. Additionally, conventional multiple regression is the most popular of the three forms of multiple regression.

Multiple regressions create assumptions that enable a more thorough examination of the relationships between the data. This research use the collinearity diagnostic to search for multicollinearity issues. Additionally, the scatter plot and normal probability plot of the regression scaled residual are utilized to search for potential outliers and normalcy.

Multiple regression provides answers to two primary issues in this study: (1) how well all five independent factors predict customer happiness, and (2) which of the five independent variables is the greatest predictor of customer satisfaction.

First, collinearity is checked using the values under Tolerance and Variance Inflation Factor (VIF). Finding the amount of variance in one independent variable that cannot be explained by any of the other independent variables in the research is one technique to calculate tolerance. To calculate it for each variable, use the formula  $1-R^2$ . The VIF, on the other hand, is the inverse of the Tolerance value since its formula is 1 divided by Tolerance. Multicollinearity occurs when the VIF value is more than 10 while the Tolerance value is extremely modest or less than 0.10. The results of the multiple regression analysis with collinearity statistics are shown in Table 4.19. The tolerance value varied from 0.478 to 0.849, and the VIF value ranged from 1.225 to 2.092. A VIF of 4 or higher or a tolerance of less than 0.25 often indicates the possibility of multicollinearity and the need for more investigation. Many multicollinearities need to be addressed when the VIF is more than 10 or the tolerance is lower than 0.1.

	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
(Constant)	0.421	0.187		2.246	0.025		
Country of Origin	0.018	0.042	0.02	0.423	0.673	0.613	1.631
Product Features	0.344	0.048	0.361	7.172	0	0.519	1.925
Brand Image	-0.054	0.037	-0.058	-1.433	0.153	0.817	1.225
Product Judgment	0.496	0.056	0.466	8.883	0	0.478	2.092
Social Influence	0.075	0.03	0.097	2.468	0.014	0.849	1.178

Table 4.19: Multiple Regression Analysis and Collinearity Statistics

#### Individual Beta Hypothesis Test Result

Hypothesis	P-value	Decision
<p>H0: There is no useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Brand's Country of Origin. or <math>1 = 0</math></p> <p>H1: There is a useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Brand's Country of Origin. or <math>1 \neq 0</math></p>	0.673	H0 is not rejected
<p>H0: There is no useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Product Features or <math>2 = 0</math></p> <p>H1: There is a useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Product Features or <math>2 \neq 0</math></p>	0.000	H0 is rejected

<p>H0: There is no useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Brand Image or 3 = 0</p> <p>H1: There is a useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Brand Image or 3 0</p>	0.153	H0 is not rejected
<p>H0: There is no useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Product Judgement or 4 = 0</p> <p>H1: There is a useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Product Judgement or 4 0</p>	0.000	H0 is rejected
<p>H0: There is no useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Social Influence or 5 = 0</p> <p>H1: There is a useful linear relation between Chattragramian consumers' satisfaction level of the smartphone and the predictor Social Influence or 5 0</p>	0.014	H0 is rejected

For the second part of the question, which of the listed independent variables helps to predict the dependent variable? The Beta value in the above table of standardized coefficients will be used to evaluate each independent variable. The highest value given is the one that helps explain the dependent variables in the most unique way. Based on Table 4.20, the product judgment shows that the highest value for the beta coefficient in this study is 0.466. The p value is less than 0.05, establishing the alternate hypothesis. This means that product judgment is the most important factor in customer satisfaction, followed by product features (beta = 0.361) as the second most important factor. The p value for the variable is lower than 0.05, and this reaffirms the rejection of null hypothesis. The third most important factor is social influence (beta = 0.096). Similar to the previous two variable it has a p value lower than 0.05, which is



0.014. There, the null hypothesis is rejected and confirms a non zero relationship. The remaining two variables (Country of Origin and Brand Image) have a p value more than 0.05, that proves the variables are insignificant to the regression model. This answer to the research question about which variable has the most impact on customer satisfaction is the result of the study. Also, the research question says that all product factors affect customer satisfaction when using smartphones, and product factors that include product judgment have a more considerable effect on customer satisfaction than external factors.

Table 4.21: ANOVA

Sources	Sum of Squares	df	Mean Square	F	Sig.
Regression	123.752	5	24.75	91.718	.000
Residual	80.955	300	0.27		
Total	204.707	305			

The F value is 91.71, with a p-value of 0.000, which is less than the 0.05 significance level, according to Table 4.20. The Null Hypothesis is rejected, and the five-predictor regression model is significant. There is at least one nonzero coefficient in the model.

The amount of variation in the dependent variable that is explained by the specified independent variables is calculated using the value of the R Square statistic. The independent factors examined in this research contribute to the explanation of around 54.5 percent of the variation in customer satisfaction, according to the value of R Square, which can be found in Table 4.20, of 0.605. As a result, the first question posed in this section, which asked what proportion of the variance in customer satisfaction can be accounted for by scores on the five independent variables provided, has been answered.

Table 4.20: Model Summary

R	R Square	Adjusted R Square	Standard Error of the Estimate
.778	0.605	0.598	0.51947

#### 4.6.2 Pearson Correlation

H0: The Brand's Country of Origin does not influence the Chattragramian consumers' satisfaction level of the smartphone.

H1: The Brand's Country of Origin positively influences the Chattragramian consumers' satisfaction level of the smartphone.

		Country of Origin	Satisfaction Level
Country of Origin	Pearson Correlation	1	.494**
	Sig. (2-tailed)		0.000
	N	306	306
Satisfaction Level	Pearson Correlation	.494**	1
	Sig. (2-tailed)	0.000	
	N	306	306

Table 4.13 Correlation between Country of Origin and Satisfaction

The first hypothesis investigates whether smartphone users are happy or not in various nations. A Pearson correlation of 0.494, which is statistically significant at the 1% level, is shown in Table 4.14. The coefficient of determination for the impact of the customer's country of origin on satisfaction is 24.40, which indicates that this variable explains this much of the overall variance. The nation of origin was shown to be significantly correlated with consumer pleasure ( $r = 0.494$ ,  $p 0.01$ ). Therefore, we are unable to accept the null hypothesis.

H0: The Product feature has no effect on the smartphone users' satisfaction levels in Chattragram.

H1: The Product feature raises the smartphone users' levels of pleasure in Chattragram.

		Product Features	Satisfaction Level
Product Features	Pearson Correlation	1	.678**
	Sig. (1-tailed)		0.000
	N	306	306
Satisfaction Level	Pearson Correlation	.678**	1
	Sig. (1-tailed)	0.000	
	N	306	306

Table 4.14 Product Features and Satisfaction

The second hypothesis looks at how user pleasure and smartphone features are related. At the 1% level, the Pearson Correlation between the product's features and sales is 0.678, which is statistically significant. With respect to a certain brand of cellphones, there was a statistically significant correlation between product attributes and customer satisfaction ( $r = 0.678$ ,  $p < 0.01$ ). As a consequence, we might say that the null hypothesis is unreliable and that the suggested hypothesis is correct. Approximately 46% of the variation in the score for product features on customer satisfaction can be explained by a coefficient of determination of .4597.

H0: The Brand Image of a smartphone does not influence the Chattragramian consumers' satisfaction level of the smartphone.

H1: The Brand Image of a smartphone positively influences the Chattragramian consumers' satisfaction level of the smartphone.

		Brand Image	Satisfaction Level
Brand Image	Pearson Correlation	1	.219**
	Sig. (1-tailed)		0.000
	N	306	306
Satisfaction Level	Pearson Correlation	.219**	1
	Sig. (1-tailed)	0.000	
	N	306	306

Table 4.15 Brand Image and Satisfaction

We will investigate the relationship between customer impressions of a brand and their general satisfaction with the smartphone experience for the third supposition. A substantial Pearson correlation of 0.219 exists for the Brand Image. As a result, the null hypothesis is disproved and the suggested hypothesis is accepted since there is a strong association between brand image and customer satisfaction with smartphone goods. The coefficient of the determinant (4.8%, P0.01) may be able to explain a significant percentage of the variation in customer satisfaction ( $r = 0.219$ , P0.01).

H0: The Product Judgment of a smartphone does not influence the Chatgramian consumers' satisfaction level of the smartphone.

H1: The Product Judgement of a smartphone positively influences the Chatgramian consumers' satisfaction level with the smartphone.

		Product Judgment	Satisfaction Level
Product Judgment	Pearson Correlation	1	.720**
	Sig. (1-tailed)		0.000
	N	306	306
Satisfaction Level	Pearson Correlation	.720**	1
	Sig. (1-tailed)		0.000
	N	306	306

	Sig. (1-tailed)	0.000	
	N	306	306

Table 4.16 Correlation between Product Judgment and Satisfaction

The fourth hypothesis considers how consumers' evaluations of products affect their level of contentment while using smartphones. The Pearson correlation coefficient for product evaluation is 0.720, which is statistically significant at the 1% level. This provides strong evidence in favor of the presented hypothesis that an individual's opinion of a product has a direct and positive effect on his or her overall pleasure with a smartphone. As a result, we cannot accept the null hypothesis. As shown by the greatest coefficient of determination value among the mentioned factors in this study ( $r = 0.720$ ,  $P < 0.01$ ), customer satisfaction stands to gain the most from focusing on this factor.

H0: The Social influence does not influence the Chattragramian consumers' satisfaction level of the smartphone.

H1: The Social Influence positively influences the Chattragramian consumers' satisfaction level with the smartphone.

		Social Influence	Satisfaction Level
Social Influence	Pearson Correlation	1	.274**
	Sig. (1-tailed)		0.000
	N	306	306
Satisfaction Level	Pearson Correlation	.274**	1
	Sig. (1-tailed)	0.000	
	N	306	306

Table 4.17 Correlation between Social Influence and Satisfaction

Hypothesis 5 is about the relationship between social factors and how happy customers are with their smartphones. The Pearson correlation value for social influences is 0.274, and the significance is 1%. This means a strong relationship exists between social influences and customer satisfaction with smartphone products. So, the evidence supports the hypothesis, and the null hypothesis is wrong. The coefficient of the determinant shows that social influence has a 7.51% effect on customer satisfaction ( $r = 0.274$ ,  $P0.01$ ).

	Country of Origin	Product Features	Brand Image	Product Judgment	Social Influence	Satisfaction Level
Country of Origin	1					
Product Features	.562**	1				
Brand Image	.158**	.223**	1			
Product Judgment	.558**	.649**	.344**	1		
Social Influence	.208**	.167**	.335**	.283**	1	
Satisfaction Level	.494**	.678**	.219**	.720**	.274**	1

Table 4.18 Correlation of Research Dimension

#### 4.7 Summary

The investigation done across the board yields substantial findings about the variables affecting smartphone users' pleasure. Customer satisfaction is positively and significantly correlated with country of origin, product attributes, brand image, product assessment, and social impact. The component that is most effective at describing customer satisfaction among the results offered for product judgment, which is grouped under product, is factor, while brand image is the least effective among all factors.

## **CHAPTER 5**

### **DISCUSSION**

#### **5.1 Introduction**

This section will serve as a discussion area for the study's conclusions relating to a significant aspect that influences consumer satisfaction with smartphone devices. This chapter has been broken into numerous parts depending on the various individual variables that were used in this research. Following Section 5.2, which covers customer satisfaction and the place of origin, comes Section 5.3, which goes over product features. The discussion of product customers and customer happiness will be covered in Section 5.5, while brand image and brand satisfaction will be covered in Section 5.4. The discussion of social impact and customer happiness will be covered in Section 5.6 before this chapter concludes with a review of the results.

#### **5.2 The Effect of Smartphone's Product Factors and External Factors on Customer Satisfaction**

This section bases its conclusions on the study's objectives. The study's primary concerns are customer satisfaction with smartphone goods and external variables that can influence Bangladesh's Generation Y's purchase choices. Based on brand and operating system preferences, smartphone use habits change with each new model. This causes the usage of certain brands to rapidly expand while the demand for other brands decreases, and this varies from nation to country.

When choosing a smartphone, we must consider the elements that affect consumer happiness in order to maintain the manufacturers' competitiveness. Customer satisfaction will be most heavily influenced by product-related criteria, such as product judgment, brand image, and qualities of the product. What impact does social influence and origin nation have on local customer satisfaction? Lastly, which of the external and product-related elements will have a greater impact on consumer satisfaction? The effects of these elements on customer satisfaction are based on the section that follows, going from the most important to the least.

### **5.3 The Most Influential Factors Between Product and External Factors**

Since product judgment and product feature have the two highest correlations with  $r = 0.720$  and  $r = 0.678$ , respectively, these are the two factors that have the most impact on customer satisfaction in the smartphone product category.

#### **5.3.1 Product Judgment and Customer Satisfaction**

Another important aspect that significantly affects customer happiness in this research is the assessment that consumers make of the things they use. This research demonstrates that a customer's opinion of a product may have an impact on how satisfied they are with it. Similar findings were reached in a prior research by Drosos, et al., 2015 that looked at customer satisfaction and consumer evaluation of product qualities (Drosos, et al., 2015). If a product's features are neither redundant nor challenging for users to utilize, customers will be satisfied. However, the results of the multiple regression analysis for this research on consumer happiness with cellphones in Chattogram reveal that product judgment has the biggest influence on satisfaction, outweighing the other four factors looked at. The findings of this research show how important product judgment is in enhancing consumer happiness for cellphones in terms of product quality, country of origin perception, and price.

Using product judgment is crucial when learning about foreign goods offered under several brand names, as it was in previous research. This entails assessing a product's durability, design, and technical prowess of the producing nation. A nation may build its economy on a certain commodity for a number of reasons. For instance, as compared to goods produced in more technologically advanced and developed countries, goods created in China are often thought to be of lower quality and durability (Uddin & Akhter, 2012). Because this research includes a product category with numerous brands supplied by more than one countries and with varied technical advancements, it is crucial to include product judgment as an additional factor in evaluating consumer happiness.

#### **5.3.2 Product Features and Customer Satisfaction**

The conclusion from the preceding chapter implies that product characteristics also affect how satisfied consumers are with their use of smartphones. The Pearson's correlation result showed a strong correlation between product features and satisfaction, corroborating a 2011 study by Harverila that claimed that factors such as price, quality, dependability, ease of use, navigation, and accessibility—all of which are classified as product features—were crucial in gauging customer satisfaction. Multiple regression analysis shows that, in addition to the product



judgment that was the subject of this research, product characteristics are among the crucial factors that determine customer happiness. Customers usually anticipate the physical appearance, size, and menu structure of cellphones as product attributes (Nemati, et al., 2010).

When a product's feature is linked to the quality of the product, it may boost consumer happiness. Consumers relate the quality of branded items to its features together with other characteristics including brand reputation, shop image, market share, place of manufacturing, and price, as stated by Zheng et al. in 2020. This implies that there is a connection between product quality and feature presence. Once product quality has been obtained, customer contentment may be gained (Yulisetiari & Prahasta, 2019). Another research by Berbeglia demonstrates the impact of new product features (2018). They discovered that items with less desirable current features, such as microwave ovens and cameras, would enhance the relative worth of the base model when new functions are added to it. Additionally, the gap in features between high- and low-quality brands has shrunk as a result of the addition of new features. This could influence shoppers to choose a product with a new feature over one without.

### **5.3.3 Social Influence and Customer Satisfaction**

Customers' choices on their activities might also be highly influenced by outside circumstances. Social impact is a factor that extends beyond the customer's personal perspective and opinion in this research. Customers' selections about certain items may be influenced in some way by the friends and family who surround them. This research suggests that social impact and consumer satisfaction are positively and significantly correlated. Zhong & Moon (2020), who discovered that the presence of social influence may result in consumer satisfaction, backed it up. According to Webber (2020), the impact of siblings may affect a customer's happiness with their automobile purchase. In a comparable environment, Hussein & Attia (2019) discovered an indirect link between social impact and consumer happiness when it comes to using a 3G mobile phone.

According to Ting et al. (2019), there is a significant link between social impact and smartphone reliance, which in turn influences students' purchasing decisions. Social influence is seen as a crucial input aspect since it has an impact on how customers perceive and accept items. Family and friends may be included in this. Additionally, this technology is now required

inside a social group due to societal pressure. This is particularly common among university students (Ting et al. 2019).

#### **5.3.4 Country of Origin and Customer Satisfaction**

The result proves that country of origin as a matter in determining customer satisfaction when using a smartphone among Generation Y in Bangladesh. Thus, hypothesis H1 which predicts that country of origin is positively affecting Bangladeshi customer satisfaction in using smartphone is supported. Equally, a number of past studies have also obtained the similar results and indicated that country of origin is a good predictor for customer satisfaction (Dakduk, et al., 2020). This indicates that young Bangladeshi consumers also regard the origin of country which produces smartphone as one of several important factors that influences their satisfaction. They also consider country of producers with high level of technological advancement and which maintain higher quality to be of their choices when they use a smartphone.

Despite its influence on customer satisfaction in this study, this variable is not the strongest as compared to product judgment and product features. However, it is still significant which could be due to a positive country image, country's knowledge and the effect of advertising in the mind of the customers. This result supports prior argument that consumers will rely and depend on country of origin for products evaluation on unfamiliar products or brands (Woo, 2019). Just in case customers are unfamiliar with the new product, it is reasonable for buyers to look for the country of origin labeled on each product to reflect their quality and followed by comparing their reasonable prices.

#### **5.3.5 Brand Image and Customer Satisfaction**

According to this research, brand image is another another element affecting consumer pleasure. This results is consistent with that of earlier studies by Zkan et al. (2019), Kaur and Soch (2018), and Dash (2021). Customer satisfaction increases as a result of consumers basing their assessment of a product's quality on its brand. This outcome has an effect on customer behavior, which is then followed by brand loyalty and desire to make another purchase. This outcome is in line with the idea of brand image, which refers to a customer's perception of a brand as expressed in their brand relationships (Quan, et al., 2020). On the other hand, this connection came about as a consequence of both their individual experiences and the learning they did. Customers find it easier to remember a brand's image because it includes pictures and

symbols tied to specific goods or services that have symbolic meaning. The end of this section shows how a positive brand image will affect consumer pleasure and, in certain situations, may contribute to unshakable loyalty.

#### **5.4 Summary**

According to the results, it can be concluded that the five factors covered in this study—country of origin, product features, brand image, product judgment, and social influence—all have a considerable impact on consumer satisfaction. Additionally, these results are consistent with earlier studies on smartphone usage and client satisfaction. Customers' opinions of products have the most overall impact on what constitutes customer satisfaction. The features of the product, societal influence, the nation of origin, and brand image—which has the least impact—come next.



## **CHAPTER 6**

### **CONCLUSION AND RECOMMENDATION**

#### **6.1 Introduction**

Finding elements from the categories of product factors and external factors that affect consumer satisfaction with smartphone devices is the main objective of this research. As a result, it is critical for smartphone makers to consider customer feedback and product qualities as an input for next manufacturing enhancements. Even outside of Bangladesh, this is true. In actuality, it benefits nearby nations and other nations with comparable economic progress. Customer satisfaction is essential for a company's market share and competitive advantage since returning customers provide greater earnings and enable the company to avoid spending money on advertising to bring in new clients. Word-of-mouth marketing is a powerful method that starts with satisfied and informed consumers or friends and distributes the benefits of a product to unknowing goods. But it's important to keep in mind that there are other components of the research that are important for gauging client happiness.

#### **6.2 Implication of the Study**

The implication of this research will be based on theoretical and managerial perspectives. This research theoretically gives buyers alternatives for selecting goods that will please them. The marketing and department of a business, especially a local one, may utilize the study's results to improve product performance and quality even further in an effort to meet or exceed consumer expectations.

##### **6.2.1 Theoretical Implication**

When predicting consumer behavior, there are three stages that must be followed, in accordance with the Theory of Planned Behavior (TPB). The study's results support the Theory of Planned Behavior, which claims that consumers have little control over their intentions to carry out certain behaviors and little ability to influence those intentions. Customers in this research are influenced by interpersonal connection and people around them via information seeking and experience sharing. One of the three TPB components that is susceptible to perceived behavioral control contains this.

The second element that influences a customer's motivation to participate in a certain behavior or activity is behavioral attitude. The evaluation toward each product, as opposed to the amount of money spent, determines the pleasure received when it is also compared to their first view of the smartphone before it is bought. Since every element of this theory's presence is crucial to the result, TPB is the greatest predictor of customer happiness. This research contributes to the body of knowledge on how to measure customer satisfaction for electronic and smartphone devices as well as how to determine what the consumer wants and needs are after a purchase and use of the product. The fact that no prior research has been done on the link between product evaluation, country of origin, and customer satisfaction for this specific product category is another addition to this subject.

### **6.2.2 Managerial Implication**

The success of a company depends on its ability to satisfy its clients. Not to mention smartphone producers and sellers that transform client expectations into high-quality items based on smartphone needs, desires, and preferences. This research for smartphone makers explains the crucial elements that Bangladeshi buyers are looking forward to when a smartphone is introduced in the near future. This research helps rising local manufacturers focus on customer needs and desires in addition to helping existing businesses strengthen their market positions in such a quickly changing and highly competitive industry. Customers would be happy with goods that, as this research has shown, strongly represent and are associated with the nation of origin owing to advancements in the technology utilized in their creation. As a consequence, this research helps neighborhood companies comprehend local consumers' wants and priorities better. Knowing the market may help local businesses spend money on R&D initiatives rather than expensive errors like picking the wrong market to target.

The nation of origin, brand image, and product characteristics will all have an impact on customer satisfaction. The following in the order of significance will be repurchasing intents for similar variables. The immediate environment of the customer affects how they choose items and suggest high-quality ones to their friends and family. The availability of knowledge in today's culture enables consumers to choose products that will provide them the greatest happiness.

### **6.3 Limitation of the Study and Suggestion for Future Research**

The study has a number of restrictions. First, in terms of the context, this research only included a sample of 163,289 people from two states. Because the research solely involves Chattogram, Bangladesh, it is too narrow to extrapolate the results to the whole nation. Additionally, this analysis excludes other states with differing degrees of economic development, such as urban and suburban states and places with substantial global presences of well-known smartphone manufacturers. These modifications can each have a different outcome.

The findings of this research cannot be applied to Bangladesh as a whole since there are just two states included and a limited number of respondents. Therefore, future research must include more states from various areas of Bangladesh in addition to the present study if the results are to be extended to the whole nation.

Third, this research aims to measure customer satisfaction among the largest market segment for this product category. Therefore, the other three generations—Generation X, baby boomers, and following generations—which also often use cellphones but are not included in this research along with Generation Y, are also not taken into account. Since Generation Y is embracing this particular technology at such a young age and may show different patterns in terms of preferences, happiness, and future purchases, the next generation of academics should likewise focus on this generation. Given that Generation X is a different client group that manufacturers should not ignore, they should focus particularly on them since they have more money and stronger buying power. They are less diverse than Generation Y, but they have the most steady career prospects.

Fourth, the present research places a lot of attention on the marketing element. It would be exciting to observe how future researchers expand their study into other areas, such as the impacts of manufacturers and their personnel or the views of the healthcare business, in order to better understand consumer habits and satisfaction.

## **6.4 Conclusion**

As a consequence of this research, the primary variable affecting customer satisfaction among Bangladesh's younger generation in the smartphone product category has been found. The outcome shows that a variety of factors, including product attributes, place of origin, brand image, product evaluation, and social influence, all have a positive effect on consumer satisfaction with smartphone devices. Since the variable of product evaluation has shown the highest impact on the dependent variable among all other variables, it is inferred that the product and the nation of its producer are significant determinants both before and after a smartphone purchase.

All of the research questions posed in the preceding chapter, which identified product considerations as the main predictor of consumer happiness with cellphones and external variables as a minor component, have been fully addressed by the findings of this study. The main objective of this research, which was to identify the variables affecting consumer satisfaction in the smartphone product category, has thus been accomplished.

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## APPENDICES

### SECTION A

	SD	D	N	A	SA
<b>Country of Origin</b> (Sevanandee & Damar-Ladkoo, 2016)					
1. I will prefer the brand that originates from a country rich in R&D					
2. I will prefer the brand that originates from a country with high level of technological advancement					
3. I will prefer the brand that originates from a country which maintains a high level of quality					
4. I will prefer the brand that originates from a country which maintains an image of more new smartphone development					
5. I will prefer the brand that originates from a country which is prestigious in term of smartphone manufacturing					
<b>Product Features</b> (Haverila, 2011)					
1. I like my smartphone's design					
2. My smartphone has more applications than basic hand phone					
3. My smartphone provides high quality of games					
4. My smartphone's internet accessibility is speedier than basic hand phone					
5. I use my smartphone due to its functional software					
<b>Brand Image</b> (Haverila, 2011)					
1. Brand image is an attraction for me to purchase					
2. Brand image increase my social status					
3. I will consider the reputation of brand before purchasing					
4. Brand name is my priority when making a purchase decision					

5. I will consider the brand image when buying a higher price product					
<b>Product Judgement</b> (Choulli & Berényi, 2020)					
1. My smartphone is carefully produced and has fine workmanship					
2. My smartphone is generally of higher quality than similar products from other brands					
3. My smartphone shows a very high degree of technological advancement					
4. My smartphone shows a very clever use of color and design					
5. My smartphone is quite reliable and seems to last the desired length of time					
6. My smartphone is a good value for the money					
<b>Social Influence</b> (Abbas & Mohtar, 2015).					
1. It is important that my friends like the brand of smartphone I am using					
2. The pressure from friends and family is likely influence the usage rate of smartphone					
3. I would buy a smartphone if it helped me fit in with my social group better					
4. I would be easily persuaded into using smartphone if i had a low self-esteem					
<b>Satisfaction</b>					
1. I am very satisfied with the quality of my smartphone					
2. I am satisfied with the purchase of my smartphone					
3. if I had to do it all over again, I would purchase the same smartphone					
4. I am very confident that I made the right decision					
5. I am convinced I made the right decision to buy the smartphone					

## SECTION B

### Gender

- Male
- Female

### Age

- 21- 25
- 26 – 30
- 30 - 35

### Educational Level

- HSC
- Diploma
- Bachelor
- Degree
- Master
- PhD

### Occupation

- Student
- Lecturer
- Public
- Private

### Brand of Smartphone use

- Apple
- Samsung
- Walton

  
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- Huawei
- Oppo
- Vivo
- Nokia
- Realme
- Symphony
- Xiaomi
- Motorola
- OnePlus

#### Number of Smartphone Used

One  
Two  
Three  
Four  
Fix  
Six



## APPENDIX B: APPROVAL PAGE

TITLE OF PROJECT PAPER : GEN – Y CUSTOMER SATISFACTION  
FACTORS FOR SMARTPHONE BRAND IN  
CHATTOGRAM, BANGLADESH

NAME OF AUTHOR : MUHAMMAD NIBRAS

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The undersigned certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfilment for the degree of Master in Business Administration.

SUPERVISOR

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Signature :  
Name :  
Date :

  
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ENDORSED BY:

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Dean  
Graduate School of Business  
Date :