



ADDIS ABABA UNIVERSITY
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**DETERMINANTS OF MOBILE BRAND PREFERENCE ON CUSTOMER BUYING
DECISION: EVIDENCE FROM TECHNO MOBILE SHOP OWNERS AND
EMPLOYEES IN ADDIS ABABA**

By

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Declaration

I hereby declare that the research titled “determinant of mobile brand preference on customer Buying decision: evidence from techno mobile shop owners and employees in Addis Ababa” is my own original work and has not been submitted for any degree at any University or any other institution.

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Endorsement

In my capacity as the research advisor, I hereby attest that I have read and assessed the thesis paper, "determinant of mobile brand preference on customer Buying decision: evidence from techno mobile shop owners and employees in Addis Ababa" which was written under my supervision by Gashaw Kibru Kidanie. I recommend accepting it as a partial fulfillment of the prerequisites for the Master of Science degree in International Business.

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List of Acronym

ITU International Telecommunication Union

SPSS Statistical Package for Social Science

Abstract

The main objective of the study was to investigate determinants of customer buying decision in the field of mobile manufacturing, with a particular focus on Tecno Mobile Company in Addis Ababa. Both descriptive and explanatory research designs as well as a quantitative research approach were used to conduct the study. Convenience sampling was used to select a sample of 285 respondents from Addis Ababa and a structured questionnaire with a response rate of 95% was used to collect 270 valid data points. The Statistical Process for Social Sciences (SPSS version 27) was used to conduct statistical analyses. The results were interpreted through descriptive analysis using metrics such as mean and standard deviation. Additionally, regression analyzes and correlations were carried out. The validity and reliability of the instrument were confirmed during the research process. In addition, the basic assumptions for regression and correlation analysis are met. The results of the multiple regression analysis also showed that globalization, personal history, social networks and the symbolic meaning of products all positively influence consumers' purchasing decisions.

The two factors that had the largest positive and significant influence on consumers' mobile phone buying decisions were personal history and symbolic meaning of the products, respectively. This study adds to the small body of research on Ethiopia's sectors. However, the study was limited to Addis Ababa; future research should attempt to examine a wide range of Ethiopian regions. Such studies can help mobile manufacturing companies and new investors assess the value of their products and those of their competitors, create marketing plans and strategies, and successfully develop and bring their products to market.

KEY WORDS: Mobile Manufacturing, Micro Environments, Social Networks, Personal History, Symbolic Mining of Products, Macro Environments, Tecno Mobile, Addis Ababa

CHAPTER ONE: INTRODUCTION

This chapter serves as the study's introduction. This chapter gives a general overview of the study's background, problem statement, goals and research questions, significance, scope, limitations, and organizational structure.

1.1. Background of the Study

The study of consumer behavior focuses on how individuals make decisions to purchase goods to meet their needs (Kotler & Keller, 2012). Based on this reasoning, numerous studies have been conducted to determine the factors that influence consumers' product choices, revealing a variety of factors as determinants that influence consumers' purchasing decisions. The evolution of communications technology and global media presence make it difficult to effectively connect with consumers. Extremely fragmented consumer markets pose several difficulties.

First, local differences in market conditions make a one-size-fits-all strategy impractical (James & Howells, 2001). Cultural influences are suggested by consumers' decision to identify their social context as local rather than global (Dahl, 2000). To effectively engage with local customers, companies need to be familiar with the local context. In addition to dynamic changes in the macro and micro environment, cultural and lifestyle differences within each local (national) environment must also be taken into account. Second, as prices fall and product offerings expand, it becomes increasingly difficult to capture customers' attention (Sutter, 2012). Successful manufacturers use targeted segmentation strategies to adapt to changes in the customer lifecycle and authentically interact with them using CRM strategies. Third, the proliferation of social media in today's hyper-connected world presents an additional difficulty as companies need to communicate directly with their customers. In the past, in the production-oriented market, consumers had few options and ate whatever was on offer (Prahalad & Ramaswamy, 2004). Technological advances, the need for hyper-connectivity through social media, and a wide range of goods and services define the modern consumer environment (Lingle, 2013). Global consumers today have a wide range

of options and can even choose the products and services offered. They often use their lifestyle choices and consumption patterns to reinforce their personal identity (Lingle, 2013).

Traditional identity categories such as race, class and ethnicity no longer determine consumer behavior; Instead, consumers are affected by dynamic changes in their macroeconomic (global) and microeconomic (local) environments (Lewis, 2007). Within the framework of internationally recognized norms and their local social context, consumers decide independently what they buy. As cell phones are now seen as more than just a basic means of communication, they have crossed this line and are now considered a necessity for all people (Md. K. et al. (2013). The fact that different countries have different types of mobile devices, even suggest that the micro environments has great influence.

Companies can create appropriate marketing campaigns and activities to communicate effectively with customers by having a thorough understanding of the cultural norms of each local context. The impact of mobile communications on today's hyper-connected world is evident in high mobile penetration rates, enabling users to access information in real time and make better decisions (Saylor, 2012). To improve customer communications, companies need to understand how both macro and micro environmental factors impact local consumers. According to Saylor (2012), postmodern consumer consumption includes not only the use of objects but also the creation of components that shape the construction experience through product use. This study examines the factors that influence consumers' purchasing decisions from mobile phone manufacturers, with a particular focus on Techno Mobile in Addis Ababa.

1.2. Statement of the Problem

Due to the increasing importance of the global business environment, companies are investing in understanding how macro and micro environmental factors affect consumer behavior and how culture - particularly consumer identity - affects the consumption process. They can connect with their target audience more effectively by using this knowledge to develop global marketing strategies. International marketing perspectives have fluctuated

between the standardization premise, which assumes that consumers are similar worldwide, and the multi-local or adaptation premise, which assumes that consumers in each country are different (Briley, Morris, & Simonson, 2000). The mobile phone is an example of modern communication technology combined with traditional values and serves as a navigation tool that influences daily life (Goggin, 2011). Commonly accepted standards (the macro environment) and social practices influenced by the local context (the micro environment) jointly shape consumer behavior regarding mobile phone use (Lewis, 2007). According to numerous studies, both global and micro-environmental factors influence cell phone use.

The 2003 study "Mobile UK - Mobile Phones and Everyday Life" by Crabtree, Nathan and Roberts examined the history and current state of mobile phones from the perspective of everyday life and provided predictions about the likely future of mobile applications and devices in the United Kingdom. A detailed summary of how people use their phones around the world was provided by Plant's (2002) study, "On Mobile Devices – the Impact of Mobile Phones on Social and Personal Life." Bell's (2004) ethnographic study examined how mobile technologies in Asia are evolving in form and function. This is important because the relationship between culture, consumption and technology is linked to the identity of the consumer.

Furthermore, little study has been conducted in Ethiopia. However, there are some studies have been undertaken by some researcher. To mention some, Gardachew (2010) specifically examined the advantages and disadvantages of e-banking in Ethiopia. The aim of the study was to analyze the current status of e-banking in Ethiopia and examine the main barriers and opportunities in the implementation of e-banking systems. The opportunities and challenges of Ethiopian e-payments were also examined by Wondwossen & Tsegai (2005). Their goal was to study e-payment methods in Ethiopia, Africa and developing countries. According to a study by Adam Mengesha (2018), a customer's willingness to purchase a product is influenced by its price, quality, customer service, and features. In summary, research into the macro and micro environmental elements that affect how specific customers use their mobile phones is relevant. These elements include globalization,

personal stories, social networks and the symbolic meaning of products. This is particularly relevant given the constant advances in communications technology.

1.3. Research Question

1. To what extent is consumer purchasing decision affected by social networks: the case of the Techno Mobile manufacturing company in Addis Ababa?
2. To what extent is consumers' purchase decision affected by personal history: the case of the Techno Mobile manufacturing company in Addis Ababa?
3. To what extent is consumers' purchasing decisions affected by the symbolic meaning of products: the case of the Techno Mobile manufacturing company in Addis Ababa?
4. To what extent is consumer purchasing decisions affected by globalization: the case of the Techno Mobile manufacturing company in Addis Ababa?

1.4. Objectives of the Study

1.4.1. General Objectives

To investigate determinants of brand preference on customer buying decision: evidence from techno mobile shop owners and employees in Addis Ababa.

1.4.2. Specific Objectives

1. To evaluate the effects of social networks on consumers' purchasing decisions the case of the Techno Mobile in Addis Ababa.
2. To evaluate the effects of personal history on consumers' purchasing decisions the case of Techno Mobile in Addis Ababa.
3. To evaluate the effects of the symbolic meaning of products on consumers' purchasing decisions the case of Techno Mobile in Addis Ababa.
4. To evaluate the effects of globalization on consumer purchasing decisions the case of Techno Mobile in Addis Ababa.

1.5. Significance of the study

The purpose of this work is to draw attention to the factors that mobile manufacturing companies should be aware of and consider as they relate to consumer consumption decision formation. By understanding these factors, mobile phone manufacturers can implement more strategic and effective marketing management practices, which in turn can improve their overall productivity and business performance. From a theoretical perspective, this study makes important contributions to the academic understanding of consumer behaviour on buying decision in the mobile device market. Empirically, the results of this research provide valuable insights for mobile manufacturing companies to improve their management practices. Specifically, this study aims to elucidate the key factors that influence consumers' use of mobile phones and how these factors interact with the process of individual identity construction. Mobile phones are closely linked to the way people express and project their sense of self in the modern, hyper-connected world.

It is critical for mobile phone manufacturers to understand the complex interplay between mobile phone consumption decision and identity formation. Consumers are no longer simply purchasing mobile devices as functional tools, but are increasingly viewing them as an extension of their personal identity and lifestyle. The way consumers choose, use and present their mobile phones have become important signals of their social status, values and ambitions. By examining these dynamics in depth, this research aims to provide mobile phone manufacturers with the insights they need to develop more targeted, personalized and culturally relevant marketing strategies. Instead of relying on a one-size-fits-all approach, successful mobile companies must learn to adapt their product offerings, branding and customer engagement to the unique preferences and identity needs of different consumer segments.

1.6. Scope of the Study

This research aims to conduct an in-depth analysis of the Techno Mobile manufacturing company located in Addis Ababa, focusing on the various factors that shape consumer consumption decision in the mobile manufacturing sector. As part of a Master's Science in International Business program, the study is scheduled to take place from January to

December 2024, ensuring a timely completion aligned with academic requirements. The research will delve into both micro and macro environmental factors that impact consumer behavior. On the micro level, it will examine social networks—how relationships and community interactions influence purchasing decisions—as well as personal history, which encompass individual experiences and their effect on brand perception. Additionally, the study will explore product symbolism, considering how consumers attribute meaning to Techno Mobile’s products and how that influences their identity. On a macro level, globalization will be a key focus, investigating how global market trends, cultural exchanges, and technological advancements affect local consumption patterns in Ethiopia. To gather comprehensive insights, the research will utilize a primary and secondary data, collecting primary data from organizational members and shop owners, including managerial and non-managerial employees. Secondary data will also be sourced from existing literature, industry reports, and market analyses. Ultimately, the goal of this research is to provide a nuanced understanding of the interplay between these factors and consumer buying decision, specifically tailored to the context of Techno Mobile. The findings are expected to offer valuable insights for both the company and the broader mobile manufacturing industry in Ethiopia, potentially guiding marketing strategies and product development initiatives.

1.7. Organization of the Thesis

This research has organized in five chapters. Chapters 1 introduce the entire thesis, and it covers the background of the study, statement of the research problem, the objectives of the study, the significance of the study and scope of the study. Chapter 2 is be devoted to presenting a review of the literature related to conceptual issues. Chapter 3 cover the research design and methods, which will be employed and the method use to collect data for the research. Chapter 4 cover analysis of the data gathered and provided a solid interpretation to these data. The final chapter assess the findings of this study, drew the conclusion and important recommendations.

CHAPTER TWO: RELATED LITERATURE REVIEW

This chapter presents a review of the related literature on mobile manufacturing industries in relationship to customer buying decision presented by various researchers, scholars, analysts and authors. The review of literature of the study tries to provide the theoretical perspective and conceptual analysis of factors affecting mobile manufacturing industries. Moreover, the study addresses what the literature says on the determinant factors of mobile manufacturing industries.

2.1. Theoretical Frameworks

2.1.1. Social Presence Theory

According to social presence theory, face-to-face interactions have the highest social presence. The ability of students to project their individual characteristics into the research community and appear as real individuals is called social presence. The ability of students to empathize socially and emotionally with a research community is referred to as social presence. According to social presence theory, the social presence of a medium influences the way receivers interpret the information provided by senders (Wang, 2012). This makes the user feel more comfortable participating in social interactions, which is likely to result in greater engagement in online brand interactions that the company generates. According to Cobb (2009), social presence primarily shows that online social content is educational and allows users to evaluate content that entices them to participate in these social interactions. Accordingly, using social media means more than just sharing content (e.g. images), connecting with friends and complete strangers, but also provides opportunities to constantly engage with brands and share stories to strengthen the bond between consumers and brands to strengthen. According to Wang et al. (2012), social media communication is not only interactive but also collaborative, personal, participatory and communal at the same time. This theory was chosen for this study because it is often used to explain user behaviour and plays a significant role in social interactions that should not be underestimated.

2.1.2. Media Richness Theory (MRT)

It is claimed that only a rich medium can achieve this, which in turn influences consumers' purchasing intentions. According to MRI, channels can be classified according to their extent. The density of knowledge that can be communicated via a specific communication medium is also described. Because it enables the simultaneous interpersonal exchange of cues from linguistic content, tone of voice, facial expressions, gaze direction, gestures and posture, face-to-face communication is, according to MRT, the most productive medium (Simon & Peppas, 2004). When it comes to rich digital media, this theory is essential (i.e. they contain images, sound and videos) and leads to more positive moods and higher levels of satisfaction among Internet users. As a result, consumer preferences may have changed with the emergence of new media offerings and users now prefer information presented in a more multimedia manner. In summary, MRT and social presence theory claim that effective communication and the provision of rich information positively influence consumers' purchase intentions through personal interaction.

2.1.3. Consumer Behavioural Theories

Every year more and more publications appear in the new field of consumer behaviour research. According to Kotler et al. (2012), consumer behaviour is the “study of how individuals, groups, and organizations select, purchase, use, and discard products, services, concepts, or experiences to meet their needs and desires.” Consumers are end users of products; According to Orji (2013), these can be households, institutions, or individuals. In order to make an informed decision, consumers primarily use a variety of methods to analyse their internal and external environment, including psychological, personal, cultural and social aspects, as well as product-related elements such as product level and features. This also applies to cell phones. Before most customers decide whether or not to buy something, they go through certain steps.

Consumers think about some general factors before purchasing a mobile phone (Ajzen, 2011). They make their purchasing decision taking into account various physical,

psychological, economic and environmental factors, even if they have no idea what they are doing. Numerous factors, including social, economic, physiological, personal and product-related, can influence consumer behaviour. Understanding consumer behaviour during the purchasing process is likely crucial for manufacturers or service providers to develop new products and segment the market. There are numerous theories, with Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB) being the predominant theories, which have also been repeatedly tested in the study of consumer behaviour.

2.1.3.1. The Theory of Planned Behaviour (TPB)

Explains how a given behaviour is performed overall by focusing on individual motivational factors in specific contexts. Because intentions are thought to capture the motivational elements that influence behaviour, they serve as a measure of both the effort and level of hard work a person is willing to put into performing the behaviour. It extends the theory of reasoned action by presenting control beliefs or the existence of elements that can support or hinder behaviour (Ajzen, 2011).

2.1.3.2. The Theory of Reasoned Action

To determine a behavioural intention, the theory of reasoned action focuses on two main characteristics, a normative or social component and an attitudinal or personal component. According to the theory, a person's actions are a direct consequence of his intentions, and his attitudes and subjective norms are part of his behavioural intention. Furthermore, their behavioural and normative beliefs are part of their attitudes and subjective norms (Aminarh & Williams, 2012).

2.1.4. Diffusion of Innovation– Roger’s Theory

According to Rogers, the diffusion of the innovation process is the process by which novelties are gradually shared between the components of a social system through specific channels (Rogers, 2003). As a result, it is a process that spreads innovation from the moment

of discovery or creation to the user or adapter. It is a collective process that takes place in society (Rogers, 2003). The process consists of four components: innovation, communication via specific channels, and acceptance by members of a social system and duration or the time factor. According to Rogers (2003), it is the characteristics of innovation that lead to its adoption at different levels. The first is Rogers' Innovation Diffusion Theory (IDT), which has sociological roots and aims to explain the factors involved in the innovation decision-making process. According to the theory, people can be categorized according to how much they have adopted innovations, and this adoption is also influenced by factors such as relative advantage, compatibility, complexity, testability and observability (Aminarh & Williams, 2012).

2.2. Term Definitions and Concepts

2.2.1. Consumption

Consumption is viewed as a means by which people express and define who they are. According to Haddon and Green (2010), consumption is “the search for, selection, possession and disposition of goods and services”. According to Bell (2004), our assets play an important role in defining and expressing who we are. According to Rudich (2011), our possessions serve to define who we are both to ourselves and to other people. The distinction between producer and consumer is becoming increasingly unclear in the current consumer environment due to media and market fragmentation. Today's consumers are more independent and can make some decisions about what to buy and what companies should produce (Prahalad & Ramaswamy, 2004). Consumption today serves as a catalyst for the production of meaning and the expression of people's identities and is additionally driven by economic or utilitarian factors (Daye, 2010).

According to social scientists, a person's assets are the way they define themselves in their search for identity. The process of developing a self-identity is evolutionary and iterative (Goggin, 2011) and is constantly rearranged in response to changing everyday experiences (Harkin, 2003). As consumption habits become entrenched and become more important over

time (in daily life), it becomes open to new interpretations and applications (Goggin, 2011). Rudich (2011) and Lewis (2007) support the idea that relationships with objects can improve well-being. They claim that because objects help people develop their sense of self, the motivation to consume goods and services correlates with the meaning they create for the individual in his or her social network.

2.2.2. Culture and Consumption

By analysing how culture influences consumption and how it relates to consumer identity, this section extends the previous discussion of consumption. In particular, consumers' desires, motivations, and symbolic meanings they attribute to products are influenced by culture, affecting both individual and collective identity (Rudich, 2011). According to Lewis' (2007) theory that people use objects to create order in society, culture also includes the artefacts and products themselves. Conversely, material possessions influence a person's choices, practices, and experiential development (Rudich, 2011). A person and their social network derive meanings from the products and services they consume and the way they do so (Rudich, 2011).

Research shows that when forming opinions, people often follow the views of the majority of their member groups. According to Briley, Morris, & Bell (2004), different cultures provide people with different rules and principles that influence how they make decisions, and the need to give reasons activates this cultural knowledge. According to Burroughs and Rinder (2002), consumption is a socially acceptable way to achieve success, happiness and the ideal of a good life.

Recent research examines how consumers accept, repurpose and redesign cultural products to suit their own needs, whereas cultural studies previously assumed a passive cultural consumer (Rudich, 2011). According to relativists, certain perceptions and feelings are specific to a culture and their purposes and meanings may always be incomprehensible to outside observers (Edgerton, 2000). According to Shweder (2000), personal identity and

happiness depend on belonging to a particular tradition of meaning. Therefore, even if cultural differences are not a part of traditional marketing, successful companies that market their goods and services abroad must develop a strategy that takes them into account (Eramus, Kok & Retief, 2001). These “cultural norms” determine what is “foreign” and therefore unacceptable and what part of a culture is. This could explain why some products are quickly adopted by different cultures, while others take longer or are not adopted at all. An example of modern culture-related consumption is the rise of a “cosmopolitan” culture. It appears that consumption habits, rather than the conventionally assigned “identity categories” of class, race and ethnicity, are the engine of this “global culture” (Lewis, 2007). Individuals can now preserve the traditional values associated with their national cultural identity while satisfying their own needs by using consumption practices to create their identity.

2.2.3. Culture, Consumption and Technology

After a discussion of the role of culture in consumption, this section focuses on how culture, consumption and technology interact with consumers' identities. Tchouaffe, (2009) argues that modern society is rapidly evolving into one characterized by mobility, defined by the adaptive global flow of capital, labor and information. As a result, customers now perceive time and space completely differently. The idea of “doing more with less” has become a reality in the rapidly changing and evolving world of technology as consumers use information technology to assist them in their daily tasks (Sutter, 2012). According to Tchouaffe (2009), information and communication technology has been integrated into many facets of modern consumers' lives. It is interesting to note that technology goods and services are sometimes used in ways that manufacturers, sellers and product designers did not foresee.

Consumers purchase products developed by technologists, who often influence the creative applications that surround them (Crabtree, Nathan, & Roberts, 2004). The extent to which a product deviates from its creator's original intent is an important indicator of its success. People's understanding of the use of technology is influenced by their social context, which

is reflected in the way they integrate it into their daily lives. The prevalence of unintentional use of communication technologies indicates that societal norms often impact their use (Sutter, 2012). According to Leonardi (2002), technology is always interpreted within a cultural framework. Scientists have recently begun to show how members of a culture share common behavioural patterns when it comes to technology. These groups continually redefine and position technology in the context of evolving lives and, moreover, shape people's perceptions of it (Lewis, 2007). In fact, the social group ensures that the technology is socio-culturally appropriate since no technology has any meaning within a particular cultural system (Sutter, 2012).

It is true that the material culture of a society also includes its technological systems and devices. They also act as tools that help people cope with their everyday lives. People's projections of their individual social worlds onto technology determine how it is used (Lasen, 2003). According to Jamison and Hard (2003), from a cultural perspective, the adoption and modification of a technology to suit the cultural context of a particular group is known as technological appropriation. According to Barnett (2005), most major technology companies, including Microsoft, British Telecom and Intel, employ cultural anthropologists to understand how people experience and use technology. For example, IBM's research team, which consisted of social scientists and anthropologists, grew from eight members in 2003 to about sixty in 2005. This highlights cultural differences and shows the impact it can have on technology design. Bell (2004) argues that although basic technologies may be similar across societies, the way technology is used across cultures has changed dramatically and is used for different purposes as new technologies are adapted and used within a culture be used to reinforce existing behavioural patterns.

On the other side of the spectrum, there has been criticism of how technology has affected the cultural fabric of companies worldwide. Many people are cautious and sceptical about the increasing influence of technology in their lives. Barnett (2005) believes that technology is a dangerous enemy that has invaded and destroyed cultures, and he has a pessimistic view of how technology affects cultures. His argument has a lot to offer. He claimed that culture

was profoundly altered by technology because it required environmental changes to be compatible with human needs. What he calls “technology.”

Bell (2004), points out that it is possible that culturally appropriate products that uphold cultural values and preferences never reached the market because everyone was exposed to less culturally appropriate products. According to Lasen (2003), aspects of small indigenous cultures are preserved when software developers localize their products in some way exist. Bell (2004) claims that technological change occurs gradually and that cultures are more resilient. In fact, many information systems fail due to a lack of user acceptance. In a study comparing about 400 college students from Kuwait and the United States, he discovered that Kuwaiti students had less positive opinions of computers than American students for electronic devices. According to recent studies on culture, consumption and technology, people can build their own micro-cultures through the use of mobile phones, proving that consumers reuse technology for their own purposes (Rudich, 2011). According to Bar, Pisani, & Weber (2007), people who use mobile phones incorporate the technology into their social, political, and economic endeavours in addition to merely adopting it.

All of this lends credence to Leonardi's (2002) assertion that societies determine whether or not technology is suitable for their culture and that technology is understood in a social context. Therefore, it is to mean technology is driven by culture. According to Sutter (2012), “the ability to create a synergistic interaction between technological innovation and human values determines today's social development.” In summary, consumption constitutes modern society, which is characterized by the transition from a production-based to a consumption-based economy. Companies must therefore take the customer into account when producing their goods and services. Although the relationship between culture and consumption has always existed, it has become even more complex with the development of global communications technology. Lewis (2007) takes this view; the question of personal identity is at the heart of the relationship between culture, consumption and technology. This problem is influenced by both macro and micro environmental factors. The following section contextualizes mobile phones and develops the conceptual framework for this study.

2.3. Historical Background of Mobile Phones

According to Lasen (2003), the first commercial system was operational in the 1940s. When it first came out, the price was extremely high and it was aimed at business users. Furthermore, he is incompetent. It took thirty years for the population to accept cell phones. The extremely simple and often low-performance technologies of the first prototypes prevented them from becoming widespread devices. On-board radios send and receive signals from a single fixed base station where the radio channel is connected to the landline network. As long as radio transmissions are still being received, the frequencies used during a call are blocked and cannot be used again. Each call is on a different channel. The lack of adoption of this technology is due to its rarity rather than a lack of public interest. In 1976, there were 44,000 cell phone owners in the United States and 20,000 people on a waiting list that lasted five to 10 years. It is interesting to note that the capacity problem was solved in 1947 by dividing the service area into separate cells and that in the late 1960s the subsequent technological problems were solved. However, due to telephone company and government decisions, there were delays in the introduction of cell phones in the 1970s. Therefore, it took until 1983; 37 years after the first car phone service, for the first mass market for commercial cell phone systems to emerge in the United States.

Three typical stages of mobile phone diffusion are defined by Kopomaa (2000): Prestige market (1975-1990): Mobile phones were rare and expensive and were mainly used by businessmen and salespeople. Mass Market (1990–1995): Because cell phones were reasonably priced, they were able to become a personal product for the mass market. Diversified Mass Market (1995–present): Mobile phones were designed to meet the different lifestyle needs of different customer segments. The usage patterns of cell phones and landlines are comparable in many ways. However, it is now more widespread in modern society than the landline telephone. According to the World Telecommunication Development Report (2002), cell phones have helped close the centuries-old gap in telephone usage between developed and developing countries. In fact, cell phones have occupied a unique place in the history of technology due to their relative affordability and ease of use (Plant, 2002). In fact, cell phone technology has overtaken landline technology

due to the high cost of installing cables and building the necessary infrastructure in the remote areas of many developing countries. One of the main effects of the cell phone, according to Townsend (2000), is its ability to reach large numbers of partially illiterate people in less developed countries in the southern hemisphere who have never had the money to buy a computer and have never had a traditional landline connection for telephone lines.

By 2008, about 2.5 million Kenyans could use text messaging to deposit and withdraw funds through their mobile provider's airtime sales agent. Despite its links to Alexander Graham Bell's 1876 invention, Harper (2003) believes that the mobile phone is a new technology because it enables a variety of communication patterns, including short calls and messages, and provides the opportunity to have a particular experience in to reality, time and the ability to have short but fruitful business conversations. Because the cell phone functions simultaneously as a calendar, alarm clock, games console, modem, and address book. Brown (2001), claims that the computer is now integrated into the device. Finding the coordinates of daily life quickly turns it into a navigation tool (Ling, 2012).

2.4. Factor affecting Mobile manufacturing company

This section highlights relevant research that addresses the relationship between mobile phone use and aspects of the macro and micro environment, particularly with regard to consumer buying decision identity. Over time, identity projects evolve, and this study of identity sits at the intersection of social interactions and societal identity bonds. Changes in the external environment and the way assets are used and displayed can impact identity changes (Saylor, 2012). This ongoing process of reevaluating and revising one's self-image is triggered by constantly changing circumstances and environments. Modern social life serves as a representation of the external environment, which is generally divided into two categories: the micro environment and the macro environment. Globalization is the macro environment, while social network, personal history, and symbolic meaning of products are the micro environment. Mobile phones serve as an identity-linked asset. Both macro and micro environmental factors influence modern social life, often reflected in physical appearance and the use of products such as cell phones to reinforce personal identity.

2.4.1. Microenvironment

The microenvironment represents the immediate environment in an individual's daily life. Micro-environmental factors include social networks, personal history, and the symbolic meaning of products.

2.4.1.1. Social networks

According to research, people look for local sources of social recognition and identification and tend to define their social context on a local rather than global level. Friends, family and peers provide feedback that shapes personal consumption and forms the basis for social comparison, because identity is a product of socialization. A person is a member of a social network that can be compared to a family depending on its particular importance to the individual (Goggin, 2012). Therefore, a person's sense of social identity depends on their relationship with their family. According to Wellman and Lee (2012), "voice calls and text messages still make up the majority of most people's mobile behavior," although cell phones are now commonplace in modern life and allow people to expand their networking capabilities much further. Additionally, some groups have found that texting allows them to freely express feelings and ideas that were previously only discussed in person (Ling, 2008). Particularly in face-to-face conversations, calls and text messages are so embedded in daily interactions that they are now considered normal and part of the "connected presence" among friends and family (Licoppe, 2004). As reported by Castells et al. (2007), peer groups can be formed and strengthened through text messaging. According to Ling (2008), social bonds are created in this way through regular contact in everyday life.

Due to changes in social interaction mechanisms, the introduction of the telephone has significantly changed the way people live their daily lives (Ling, 2008). A person's social networks are represented by this "dynamic social technology" (Alexander, 2000). According to Licoppe & Heurtin (2002), receiving a call on a mobile device indicates that a person is still connected to their social environment and has not been completely forgotten. According to Ling (2012), our cell phones create an unnoticed connection with those closest to us,

which can lead to social and domestic unrest when we are without them. Regardless of the topic, phone calls are a powerful reminder of the social ties to one's social circle, he continues. "Care calls" or gossip calls, which are crucial to a person's social, psychological and physical well-being, have increased since the invention of the cell phone (Fox, 2001). The cell phone reinforces a person's social identity and acts as a symbolic decoder for "fitting" into their social network.

Because cell phones can help people maintain their primary social relationships even when physically separated, their use can help people cope with the stressful experiences of unfamiliar situations by allowing them to stay in close contact with loved ones at home remain (Geser, 2004). It goes without saying that people who live or travel far from home can communicate with their loved ones, no matter how far away they are. According to Licoppe & Heurtin (2002), short, frequent, and educational calls can improve the development and maintenance of meaningful relationships because they provide security rather than because of their content build or fortify. This strengthens the individual's sense of identity and belonging to their social circle of close friends and family members. Mobile phones have made it easier to stay in touch. It becomes easier to connect to a variety of social networks. It creates a balance between communication options for mobile and immobile people. According to Wellman & Lee (2012), communication now occurs in different locations with countless mobile and immobile people, rather than from a single location as with landlines. A new method of building and maintaining a social network has been made possible by cell phones.

Consistent communication with one's social network through text messages and phone calls strengthens a person's social identity. According to Harper (2003), communication via social networks will take precedence over other mobile phone functions. When a quick response is not possible, text messaging offers a less invasive way to make contact (Geser, 2004). As a means of communication without the expression of emotions and ideas, text messages are particularly common in more conservative cultures (Plant, 2002). Text messaging allows people to communicate without having to express themselves in very personal ways, even if they are shy (Fox, 2001). By facilitating ongoing communication with the social

environment, texting strengthens social identity and enables spontaneous communication of ideas. In addition, it gives the person the opportunity to postpone receiving and responding to messages until a more appropriate time, allowing them to better organize and articulate their ideas (Fox, 2001). Text messaging provides a controlled intimacy that is helpful for discretion and can be used to express regret or discuss sensitive topics (Ling, 2008). However, a phone that never rings can cause unprecedented levels of loneliness and isolation, so relying on it too much to socialize can backfire (Ling, 2008; Wellman & Lee, 2012). Unanswered calls and messages affect a person's social identity by indicating that they do not want to be contacted.

Additionally, because calls and messages often serve as substitutes for face-to-face interactions, cell phone use can alter social distances (Lasen, 2003). The quality of personal interactions can be affected by the “always connected” cell phone as it can lead to “always connected but never there” situations in which distant people interrupt conversations with people present (Plant, 2002). According to Plant (2002), even a quiet cell phone can affect concentration and interrupt ongoing discussions. Turning off your phone in public shows respect for other people and commitment to the discussion at hand. Furthermore, if weekends, vacations, and sick days are not completely “free” due to people’s constant accessibility, the freedom that comes with communicating “anywhere, anytime” becomes a curse (Bachen, 2001). As the justifications for absenteeism become less convincing, traditional power and social control imbalances become apparent, such as between parents over children and employers over employees (Geser, 2004). Persistent, unexpected calls or text messages not only cause unnecessary psychological stress, but can also strain a person's ability to change roles or identities (Rudich, 2011).

Therefore, we can understand these effects from Bar, Pisani, & Weber (2007) statements that, people who use mobile phones incorporate the technology into their social, political, and economic endeavours in addition to merely adopting it. Societies determine whether or not technology is suitable for their culture and that technology is understood in a social context (Leonardi's, 2002).

2.4.1.2. Personal History

Maintaining important roles and identities in life depends largely on a person's personal history. Life projects include “establishing and maintaining significant life roles and identities (e.g., being a successful parent, a dedicated worker)” (Huffman et al., 2000). These life plans have deeper roots in social networks and private life. But they are also influenced by global brand and communication factors (Lewis, 2007). The connections between consumers' goals and values and the particular goods and actions that fulfil them are indicative of their goals. Learning across a range of consumption experiences enables the person to fulfil their diverse tasks in life (Saylor, 2012). People's identities are strengthened because they can better integrate and shape their lives. Before the introduction of the mobile phone, work and family were more clearly defined and unemployed hours. As people become more mobile with the introduction of mobile phones, the boundaries between personal and professional life are becoming increasingly blurred (Ling & Donner, 2009). Mobile phones help people manage their time in small ways and serve as a lifeline in their complicated daily lives (Ling, 2012). This allows people to play multiple roles at the same time, such as mother and employee.

People can still maintain their primary social relationships while using cell phones. This provides “nomadic privacy” through spatial isolation (Gergen, 2002). An individual's sense of identity is influenced by this sense of “belonging at a distance.” Mobile phone usage continues to increase as people gradually become accustomed to new technologies, and modern life consists of an increasing number of uses and applications for mobile phones products types (Nielson, 2013). Thanks to mobile phones' flexibility in role switching and time management, people can engage in micro-coordination and fill wasted time by playing multiple roles at the same time (Ling, 2012). Because they can fulfill their various roles effectively, this short-term effect strengthens the person's sense of identity. However, this “passage of time” also complicates social life by raising new decision-making problems in “availability management” (Licoppe & Heurtin, 2002). The distinction between social life and private time has become blurred as the cell phone has become the place where we find its owner (Bachen, 2001). Teenagers have discovered inventive ways to avoid the prying

eyes of their parents by selectively using voice communication and text messaging, although this may imply an emphasis on traditional power dynamics such as: those from parents to children or employers to employees (Ling, 2004).

The potential for constant connectivity comes with ongoing concerns about accessibility, anger at interruptions, fear of control, and worries about unwelcome demands. Trying to successfully balance their many responsibilities could create unnecessary stress in their lives (Geser, 2004). Marketers should be careful when invading consumers' personal space as this could annoy loyal customers (Rudich, 2011).

2.4.1.3. Symbolic meaning of products

According to Plant's (2002) global study, access to and use of a cell phone can serve as a symbol of group solidarity and trust, as well as a platform for youth subcultures to express themselves. The cell phone reinforces a person's social identity and acts as a symbolic decoder for “fitting” into their social network. This lends credence to Ling's (2012) claim that identity exploration is influenced from outside sources. Additionally, the physical presence of the device helps remember the network of friends and family stored in their phone contacts (Wellman & Lee, 2012). This way it stays close to the body. The value of the real connections the phone creates is less important than the imaginary connections it fosters. According to Palen, Salman, and Young (2001), cell phones act as “umbilical cords” that allow parents to maintain open lines of communication even when they are geographically separated.

Children view call monitoring systems as a form of surveillance and use them to escape parental control, while parents fear that it will ensure the safety of their children (Taylor & Harper, 2003). In addition to being a convenient tool, cell phones allow users to express who they are (Katz & Aakhus, 2002). While some people purchase cell phones solely for their functionality, others do so because of the prestige that a particular brand or design embodies (Katz & Sugiyama, 2006). Mobile phones are now items that users customize to reflect their sense of individuality and group identity, similar to other fashion items (Katz & Sugiyama,

2006). According to Campbell (2007), no other device has had such a profound impact on society or been so strongly linked to identity that people perceive it as a technological extension of who they are. It is believed that no other medium is so intimate that panic occurs when lost (Grant & Kiesler, 2001). In a 2003 survey, 46 percent of mobile phone users in the United Kingdom reported feeling grief when they lost their phone (Harkin, 2003). According to Harper (2003), losing a cell phone is the same as losing a social connection. Unlike landlines, which are considered “public” utilities, cell phones are privately owned, reinforcing the connection between cell phones and individual identity (Grant & Kiesler, 2001).

While cell phone calls or text messages are directed to a single person and that person only, landline calls can be made to any family member. According to a survey of 5,000 people worldwide by Qualcomm and Time, 68 percent of cell phone users sleep with their phone next to them (Sutter, 2012). People feel better and can therefore feel more connected to their social networks (Harkin, 2003). According to mobile communications giant Nokia, the mobile phone is the most personal means of communication available today. Fortunati (2002) attributes the close bond between the user and his mobile phone to the fact that using the phone requires the simultaneous use of the mouth, voice and ears. This is reflected in the psychological and physical connection to the cell phone. Many people find it uncomfortable when others use their cell phones to browse menus or send text messages, and they are afraid to leave the house without their device (Licoppe, 2004). According to Harkin (2003), the cell phone serves as a comfort and counterbalance to the harsh realities of society as a whole. It promotes a sense of community because social networks are just a phone call (Fortunati, 2005).

Individuals' emotional attachment to their phone is reflected in the fact that many people like to customize their phone's screen (Rudich, 2011) and add unique ringtones and covers (Plant, 2002). Everything on your phone can be customized, including the color and ringtone. The ability to “personalize” (Geser, 2004) distinguishes the mobile phone from other contemporary technologies and allows it to function simultaneously as a messaging tool, a fashion accessory and an accessory a social accessory and a toy at the same time. A

person's personal identity is strengthened and adapted to the different roles they play in life. According to a fascinating study from the UK, there is a positive link between cell phone use and smoking. While young people use cell phones more often, fewer young people smoke. Reasonable observers assume that because teenagers spend their money on phone bills, they talk more and smoke less.

Some people think cell phones are expensive, flashy, and grown-up; they give people something to do when they are bored and help them stay connected to their social circles (Ling & Donner, 2009). Bautsch, (2001) suggest that the symbolic manifestation of strong social integration may be one of the factors contributing to the high rate of mobile phone use among the public. It appears that a person's notoriety or popularity is indicated by their phone ringing in public (Plant, 2002). According to Lasen (2003), a cell phone can also serve as a “symbolic safeguard,” showing others that a person is connected to their society even when alone (Plant, 2002). According to Fox (2001), the idea that one's social network of friends and family is somehow attached to the mobile phone implies that simply holding or touching the device gives one sense of protection. Protecting others and letting them know that even though they are hurt, they are not defenceless and physically isolated. To a certain extent, mobile phones improve the owner's personal safety and sense of security, as well as his ability to respond to abrupt external changes (Kopomaa, 2000).

The importance of mobile phones as a telephone shield against unwanted attention has been highlighted by women in a number of British cities (Plant, 2002). According to a Norwegian study of cell phone users, most of them initially purchased the device to improve their personal safety in an emergency (Harkin, 2003). Ironically, users tend to forget that their cell phones still rely on a largely invisible infrastructure over which they have no control, suggesting that trust in cell phones may be a sign of a lack of public trust (Harkin, 2003). The status of text messages as a “gift” contributes to the symbolic meaning of the cell phone. People often store their most valuable messages on their cell phones. Text messages are stored in physical form and have a value that depends on the sender, the recipient, and the circumstances of the exchange. This allows you to read and re-watch messages from

your loved ones (Ling, 2004). This is consistent with a person's desire to strengthen their social identity and feel like they belong to their social network.

Research suggests that text messages and calls are primarily used to keep in touch with people in “intimate spaces” (Ling, 2008), although the convenience of cell phone use has led to “spill over effects from work to family” (Chesley, 2005), which includes closest friends, family and romantic partners. Mobile users can stay connected to their most important networks by making and receiving calls and sending text messages on the go. According to Harkin (2003), cell phones have led to completely new courtship rituals. A 2003 British survey, close friends and family exchanged 69% of all messages (Harkin, 2003). Close friends and family members often exchange text messages to show their trust. However, cell phones can also represent adultery, this tool makes it much easier to fabricate intentions and feelings, especially when location is involved (Plant, 2002). According to Tchouaffe (2009), since students use their cell phones to access information outside of the classroom, texting can help with cheating.

In the age of the information revolution, cell phones have become ubiquitous (Goggin, 2012) and the physical device itself has less influence on consumer identity as it has become an accepted element in modern everyday life (Ling, 2012). The emergence of digital tablets in recent years has also provided consumers with another way to use social media to connect with their social networks, potentially reducing the importance of cell phones to some extent (Saylor, 2012).

2.4.2. Macro environment

2.4.2.1. Globalization

Mobile phone use has rapidly evolved from being limited to a few to becoming a dominant technology (Castells et al. 2007). The increasing global appeal of cell phones has had a major impact on places where landline telephone services are non-existent, inefficient, or prohibitively expensive (Plant, 2002). Cell phones are beneficial even to populations in

developing countries that are only partially literate, which it reducing connection distances in developing countries (Castells et al. 2007). In developing countries with inadequate landline telephone infrastructure, the increase in mobile phone use is particularly noticeable. According to *The Economist* (2008), satellite communications systems have replaced the lack of telecommunications infrastructure. In many isolated regions of the third world, such as Swaziland and Somalia, cell phones were first made available in the form of public telephone shops in villages that previously lacked landlines (Plant, 2002).

Cell phone calls can occur anywhere, at any time, and to an infinite number of listeners and audiences, who then take over the social interactions, they interrupt (Campbell, 2007). The ringing of a cell phone can disrupt the causal relationship with viewers, and because there is a “virtual exit” by calling someone on the phone, cell phones make it easier for users to be physically close to complete strangers in public (Geser , 2004). With the advent of cell phones, there is now a “simultaneity of place” whereby the home serves as a communication centre and the public space serves as a “common living room” (Bachen, 2001). As communication increasingly shifts to “non-places” that have no inherent connection to the messages or messengers involved, Tchouaffe (2009) argues that the idea of space is no longer valid and that it is difficult to regulate how intrusive use of cell phones is due to the blurring of public and private space (Campbell, 2007). For this to happen, social interaction rules must be modified (Lasen, 2003).

In public places where such physical manifestations previously did not exist, the use of cell phones facilitates the expression of emotions (Scherer, 2001). According to Tchouaffe (2009), the mobile phone promotes a culture of immediacy that gives more power to the sender. An individual's “front stage” is his immediate environment, in which he must present himself positively and in a manner appropriate to the role and social context in which he stands. The ongoing dialogue is the “backstage” where the person enjoys their private discussion without having to “manage their impressions” (Tchouaffe, 2009). However, it can be difficult to deal with these two different circumstances because the person must use body language to communicate with both the person on the phone and the other people in their immediate environment (Campbell, 2007).

Long, private conversations in public places or an unanswered phone call are often frowned upon, and people may use a variety of nonverbal cues to further increase their social distance from others (Puro, 2002). Some facilities and public spaces have developed strategies to mitigate the impact of these disruptions, for example, in 2003, the city of New York passed a law fining people whose cell phones rang during performances, and some movie theatres installed jammers to disrupt cell phone signals (ITU, 2004). The way daily life is structured has been changed by mobile phones, and this change has spread across the globe despite different cultural customs, values and conventions (Fortunati, 2003). Cell phones have even found their way into “technophobic” environments, such as Scandinavia, where people are traditionally introverted and silence is highly valued, and Italy, where computers and other modern technologies are less accepted in society (Fortunati, 2003).

People who need to feel constantly reachable use cell phones in much of Pacific Asia, where interpersonal relationships and connection with loved ones are more important than privacy (Plant, 2002). Cooper (2001) describes the mobile phone as an “indiscreet technology” because it makes it difficult to distinguish between the domains of work and leisure, public and private, and remote and distant (Ling, 2001). Castells et al. (2007) assume that mobile communication systems can blur, mix and rearrange different spatial and temporal contexts. Regardless of where they live, people need to create a “family” atmosphere because they are always available (Bachen, 2001). The use of public spaces for casual social interactions has increased through cell phones (Campbell, 2007). The communication behaviour of mobile phone users has enhanced the value of places such as restaurants, supermarkets and other “multi-purpose” spaces that are not dedicated to specific purposes (Lasen, 2003). There is more “location-independent” communication, where participants determine the content and not the context of the interaction. There is also no inherent connection to the messages or messengers involved (Geser, 2004).

According to Lasen (2003), mobile phones are directly related to the problem of accessibility, as a monitoring tool. Employees who are on the go can use cell phones for

remote monitoring in the background, speeding up the update process when they get back to the office (Green, 2001). According to O'Hara, Perry, Sellen, & Brown (2001), calling for work is also a way to avoid being “forgotten.” Sherry (2001) argues that mobile workers must balance multiple streams of activity and deal with the interplay between prearranged and spontaneous actions. On the go, they have to deal with the pressure of being able to communicate “anytime, anywhere.” Laurier (2001) outlines strategies for avoiding the negative effects of continuous contact through the use of voice messages and call monitoring, which tax people's time and space and prioritize most important needs over less important ones strong dependence on requirements. Thanks to mobile phones, more and more personal data is being stored on devices. This information could be misused if lost or stolen (Saylor, 2012).

It's true that the criminal class has adopted technology more quickly and easily than the general public. Cell phones offer an easy way to smuggle women, weapons and drugs through networks that are difficult to trace. Terrorists have a high level of technological sophistication, and the world of organized crime enabled by mobile networks is probably more harmful than statistics suggest (Stiglitz, 2003). According to Lasen (2003), the connection between sensational crime and modern means of communication is not a new development. In this increasingly interconnected world where goods and services are freely exchanged, threats arise (Stiglitz, 2003). Ever since camera phones were invented and became increasingly popular, people have been taking photos and sharing them on social media without the person's knowledge or consent. The privacy of the people photographed may be inadvertently violated if these photographs are used for illegal purposes. To protect people's privacy, all phones must be able to emit a beep of at least 65 decibels every time a photo is taken in Japan (ITU, 2004).

2.5. Empirical evaluation

Similar studies have been conducted by various researchers in various locations around the world. Nevertheless, very few researches have been conducted that explicitly addresses the variables that influence Ethiopian mobile phone manufacturers in relation to consumer buying decision. Which is only focus on the product price, product quality and aftersales service. This study has done by Adam Mengesha (2018). Generally, this study state the main objective was to determine the influence of decision variables on locally assembled mobile phones, to determine the general inclination of consumers towards locally assembled mobile phones, and to determine the tendency of consumers to know the dominant preferred factor and put a lot of effort into decision making. The descriptive research method was used for this study as it would be helpful to understand the situation at the time of the study. Using a closed-ended five-stage Likert-type questionnaire, primary data was collected from 385 respondents using convenient non probabilistic sampling method. According to this study, product quality is the second most important factor after product price. In order to satisfy customers, the company should also focus more on price adjustments. Analysis of the linear regression results also shows that each independent variable significantly influenced their choice. Furthermore, studies on the adoption of technological innovations in Ethiopia are extremely rare.

However, Gardachew (2010) conducted research on Ethiopia's e-banking prospects and difficulties. The aim of the study was to assess the current status of e-banking in Ethiopia and examine the key barriers and opportunities associated with the adoption of e-banking systems. The lack of proper legal and regulatory framework for e-commerce and e-payment, political unrest in neighbouring countries, high illiteracy rates and the lack of financial networks connecting different banks are some of the problems identified by the author after studying the current business situation has styles of banks. Wondwossen & Tsegai (2005) also examined the potential and barriers to e-payments in Ethiopia. Their aim was to study the use of electronic payments in Ethiopia, Africa and developing countries. The main barriers to electronic payments in Ethiopia, according to the authors' research based on interviews and on-site observations, were widespread power outages, a lack of skilled

labour, a lack of payment laws and regulations specific to electronic payments, etc., and a lack of customer trust in the initiatives. In contrast to previous research, Wondwossen & Tsegai (2005) suggested that electronic payments could be promoted through an appropriate legal and security framework.

On the other hand, from the global trends to mention few, the study by Daghfous & Toufaily (2007) on the success and key elements of the adoption of e-banking by Lebanese banks focused on the organizational, structural and strategic elements that accelerate the adoption of electronic distribution and communication by banks or can obstruct channels. The information technology or e-banking managers of each bank in the Lebanese market were administered a survey questionnaire and a structured interview by the researchers. The results showed that organizational factors such as bank size, functional departments, technical staff, technical infrastructure, risk perception, decision makers' foreign experience and level of innovation have a significant impact on the adoption of e-banking. The adoption of e-banking services is also influenced by the bank's international expansion and the internal technological environment, according to the study. Also, Khalfan et al. conducted further descriptive analysis of the case study in 2006, on factors influencing the adoption of online banking in Oman attempted to identify the main causes or possible barriers that are currently preventing the integration or adoption of e-commerce applications in the banking industry of Oman. Semi-structured interviews, survey questionnaires and an examination of bank records were used to collect data. One of the key conclusions is that privacy and data security issues are a significant barrier, making the banking sector reluctant to use e-commerce apps due to fears about how vulnerable electronic transactions are to viruses and hackers. These studies demonstrate a significant relationship between improved business performance and the adoption of e-banking during the growth phase of an emerging market.

2.6. Conceptual Framework

Based on relevant research on cell phones and supported by consumer behavior research, three micro-environmental factors and one macro-environmental factor were identified. These factors and their relationship to mobile phone use and, in particular, consumer buying decision have been discussed in the previously mentioned sections of this chapter. The three elements of the microenvironment are social networks, personal history and the symbolic meaning of the product. The only factor in the macro environment is globalization. Based on the above discussion the below conceptual frameworks developed and presented as follows.

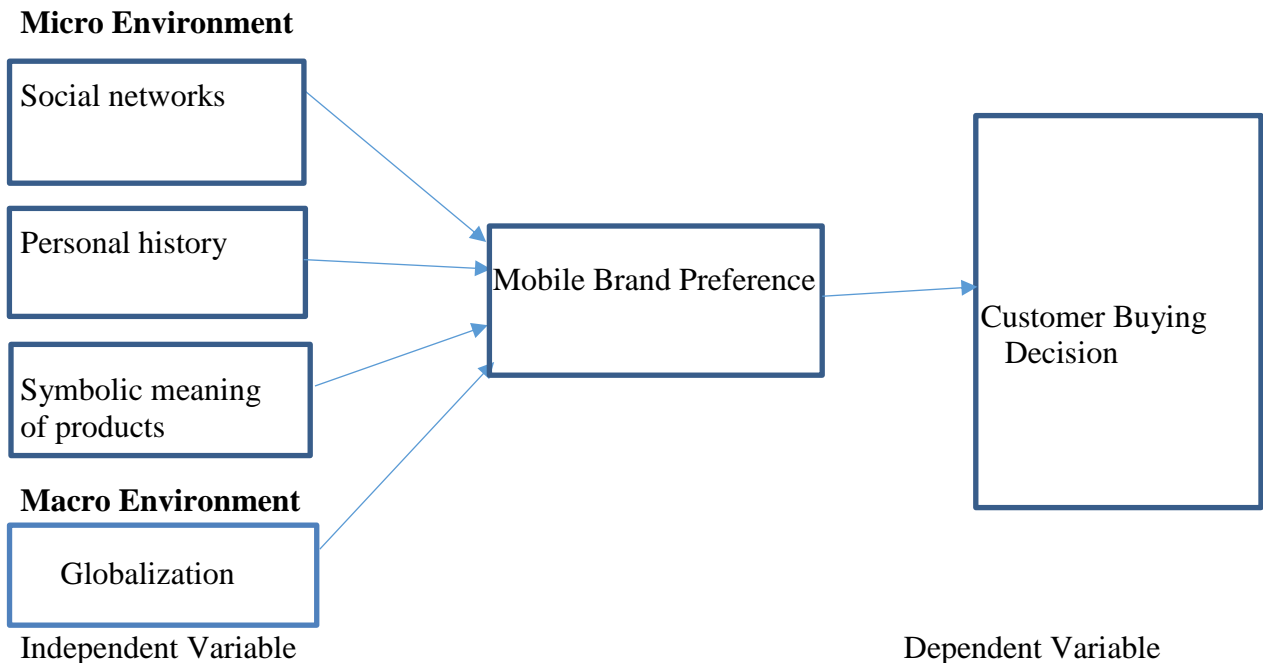


Figure 2.1: Conceptual Framework of Independent and Dependent variable relationship

Source: Researcher own developments based on the Literature Reviewed, 2024

HYPOTHESIS:

Hypothesis 1: Social networks have significances effects on consumer buying decision.

Hypothesis 2: Personal history has significances effects on consumer buying decision.

Hypothesis 3: Symbolic meaning of products has significances effects on consumer buying decision.

Hypothesis 4: Globalization has significances effects on consumer buying decision.

CHAPTER THREE: RESEARCH MATERIALS AND METHODS

This chapter clarifies the research methodology used in this study. It covers, research design and methodology, tools and sources of data collection, data collection instruments, target population, sample size and sampling techniques and methods of data processing and analyzing.

3.1. Research approach

This study adopted quantitative research methods to provide a thorough understanding of the research variable. The research method used for this thesis is deductive reasoning. This is because this study represents a causal approach rather than developing a new theory, which will the researcher begin by examining previously developed concepts.

3.2. Research design

For the purpose of this research, research is an action research, collect old facts using scientific methods, and aim to develop current theory or use it to the problems of the world. Descriptive research designs will be considered the most appropriate approach depending on the nature of the problem being investigated. The primary purpose of descriptive research is to describe the characteristics of a phenomenon. The purpose of descriptive research is to draw a picture of a specific situation, social environment, or relationship by answering the questions of who, what, why, where, and how (Kohtri, 2015). In other words, descriptive research aims to describe a phenomenon in terms of its defining characteristics.

3.3. Target population and sample size determination

Population refers to the entire set of cases from which a sample is drawn (Saunders et al., 2007). It represents a larger group of people selected to participate in a study. Using the table below, the researcher has considered a 0.05% margin of error, a 95% confidence level and a 1.96 ratio for the most significant degree of variation in the size of sample, drawn from a target population of 1100. According to Krejci and Morgan (1970) there is no need to use the sample size formula for a "known" population, because all the resources are in the table required to reach the desired sample size. The total population (employee and shop owners) of Techno Mobile Manufacturing Company based on data taken until October 31,

2024 is 1100 people in Addis Ababa only. A sample size is a set of objects belonging to a defined group that is being studied or the results of the study are related to be generalized. In this research, the sample includes 285 Customers (employees and shops owners) of the company. This includes managers and non-managerial employees, as well as officer positions, such as senior managers, middle managers, heads of departments, all departments including planning, contract management, marketing, purchasing and supply, legal, finance and management, human resources, project and technical teams.

Table: 3.1 Table for Determining Sample for Known Population

Table 3.1 <i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Source: Krejcie and Morgan (1970)

3.4. Sampling methods

The researcher will adopt non-probability sampling techniques. This method can eliminate people with significant interests, thus increasing the researcher's ability to understand the problem accurately. Reasonable or judgmental sampling is used to obtain qualitative and quantitative data. This sampling method allows the researcher to use personal judgment to select those that will best answer the research questions and achieve the objectives (Saunders et al., 2007).

According to Denscomb (2007), in selected sampling the sample is collected by hand. This is important when the researcher wants to select the most familiar cases. This study was conducted using quantitative data, supported by structured questionnaires in which data were collected from selected groups. Considering the nature of the data needed for the evaluation, the quantitative research method was useful, as it allowed the collection of data using different methods from objective sources.

3.5. Data sources and collection tools

In this study, primary data and secondary data are collected. Primary data are those that are newly collected, for the first time, and are original (Kohti, 2004). Secondary sources are available sources, such as books, policy documents, reports, articles and company yearbooks. As a primary source of information a questionnaire was distributed. A questionnaire was used to collect data from all employees of the company and Shop owners, who were selected based on the same objective selection. Questionnaires were chosen in this case because they can be administered at a low cost to a large number of people and reach respondents who are not available. Questionnaires also give respondents enough time to provide quantitative answers (Kohtri, 2013). According to Denscombe (2007) closed questions are questions that create answers by providing answers that fit into the categories set by the researcher. The closed format is chosen because it is easier and faster for respondents to answer, it is easier to compare answers from different respondents, and it is easier to code and analyze statistics. Since all questions require a level of agreement, a Likert scale was used. The five-scale format includes strongly agree, agree, moderately agree, disagree and strongly disagree. The responses to the constructivist part of the question were based on a Likert scale with five degrees of agreement with each statement (from 1 to 5), which are presented as follows.

5- Strongly agree

4- Agree

3- Moderately agree

2- Disagree

1- Strongly disagree

3.6. Validity and Reliability

3.6.1. Reliability

Reliability refers to the measurement of the ability of research instruments to produce consistent results (Mugenda & Mugenda, 2003). In the literature, Cronbach's alpha has been accepted as 0.7 and above, and this threshold will also assess with a reliability test of the questionnaire using SPSS version 27.0, as follows for each variables.

Table 3.2: Cronbach's Alpha data for each Variables

Variable Item Name	Reliability Statistics	
	Cronbach's Alpha	N of Items
Social Network	.796	8
Personal History	.875	8
Symbolic Meaning of Product	.845	10
Globalization	.838	10
Customer Buying Decision	.867	10
Overall Cronbach's Alpha	.956	46

Source: Own Survey, (2024)

3.6.2. Validity

The accuracy of the data collected is highly dependent on the quality of the data collection tool. Validity, according to Robinson (2002), is the extent to which the results obtained from data analysis accurately represent the phenomenon under study. Validity was determined by ensuring that all objective questions were included in the questionnaire.

3.7. Data analysis methods

After carefully examining the research questions, the type of data needed for analysis, and the methods that govern the research area, quantitative methods were used to analyses the collected data. The measured data were coded, entered into the computer (SPSS software version 27.0), and then calculated to produce summary tables of the results. Descriptive statistics were used to generate tables and other numerical and visual representations. Interpretation was the next step in incorporating the opinions of different respondents on specific communication topics. The quantitative data was interpreted and described and

integrated in the analysis phase to verify the data presentation and the facts obtained from the two sources.

3.8. Model and Variable Specification Equation

For the analysis of the dependent variables and independent variables of the study multiple linear regression model used in the regression analysis of variables the model stated as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

e = the error term

a = Coefficient of intercept (Constant)

$\beta_1 \dots \beta_4$ = the regression coefficients representing the change in Y relative to a one-unit change in $X_1 \dots X_4$, respectively.

Y = dependent variable (Customer Buying Decision)

X_1 = Social Networks

X_2 = Personal History

X_3 = Symbolic Meaning of Products

X_4 = Globalization

3.9. Ethical considerations

According to Saunders et al. (2007), if we don't take this into account, many situations can be disastrous. In addition, attention is also paid to the processing of personal data. Saunders et al (2007) stated that research methods include the issues of how to formulate and explain the research project, research design and access, data collection, data processing and storage, data analysis and writing a research results. This means you need to make sure your research design makes sense for everyone involved. What researchers consider appropriate ethical behaviour is influenced by general social norms for behaviour (Zikmond 2000, cited in

Saunders et al., 2007). Social norm refers to what kind of behaviour a person should perform in a given situation (Robson 2002; Zikmond 2000, cited in Saunders et al. 2007). However, as Cooper and Schindler (2008) acknowledge, the behavioural processes that govern moral choices can produce a variety of moral characteristics. The issue of theft is of utmost importance and such activity is strictly prohibited.

CHAPTER FOUR: RESULT ANALYSIS AND INTERPRITATION

This chapter contains the analysis of the data collected from the respondents through questionnaire and the description of the respondents. Respondents' answers were tabulated, converted into percentages, and interpreted based on the percentage. This chapter describes the analysis and interpretation of the collected data of the 285 questionnaires distributed to employees and shopkeepers of Tecno Mobile Company at its branches in Addis Ababa, 270 questionnaires were returned and 15 were discarded for various reasons. This response rate corresponds to the 95% confidence level and 5% falls short of the intended response rate. The data collected from the survey questionnaire was analyzed using descriptive analysis, correlation and regression using the Statistical Package for Social Scientists (SPSS v. 27.0).

4.1 Demography of the Participants

Table 4.1 Respondent Demographic Data

Demography	Indicator	Frequency	Percent	Valid %	Cumulative %
Gender	Male	166	61.5	61.5	61.5
	Female	104	38.5	38.5	100.0
Age group	21-30 years	227	84.1	84.1	84.1
	31-40 years	15	5.6	5.6	89.7
	41-50 years	19	7	7	96.7
	Above 50 years	9	3.3	3.3	100.0
Education Level	Master's Degree	10	3.7	3.7	3.7
	Diploma	5	1.9	1.9	5.6
	BA Degree	255	94.4	94.4	100.0
Experience	1- 2 years	190	70.4	70.4	70.4
	3 – 4 years	41	15.2	15.2	85.6
	Over 5 years	39	14.4	14.4	100.0
Income Level	<10,000 birr	50	18.52	18.52	18.52
	>10,000 birr	220	81.48	81.48	100
	Total	270			

Source: Own Survey, (2024)

The above table show that from the total 270 respondents or participants, 104 (38.5%) of them were females and 166 (61.5%) of them were males. The respondents indicated that

15(5.6%) of the respondents were in the age group of 31-40, the majority respondents almost 227 (84.1%) of them were coming in the age category of 21-30, still 19 (7 %) of the respondents were in the age group of 41-50 and the rest 9 (3.3 %) of the total respondents were found in the category of above 50 years. The narrated that the level of education of respondents 10 (3.7%) of the respondents have master's degree, 255 (94.4%) replied as they have degree and the rest 5 (1.9 %) of them have college diploma in the organization employment opportunities. All participants of the study had experiences of work in the company more than one year. Especially as the above table shows, the majority of the respondents, 85.6% and above have an experience of up to five years. Furthermore, most of the respondent are earned above 10,000-birr monthly income. Thus, all the above shows that have great values in adding the validity of the data because they are young and educated as well have a minimum two years of experience that had detail understanding about the performances of the company.

4.1.1 Respondents Mobile Brands Usages

Table 4.2: Current Cell phone brands of respondents

Mobile phone brand	Frequency	Percent
Samsung	225	83.3
Techno mobile	25	9.3
Others	20	7.4
Total	270	100

Source: Own survey, 2024

From the table 4.2 above, when asked the brand of their current mobile phone respondents answered Samsung (83.3%), Techno (9.3%) and other (7.4%) were currently own.

4.1.2 Respondents data on Mobile brands with regards to their Genders

Table 4.3 Gender Vs Cell phone brand

Brand	Male	Female	Total
Samsung	115	110	225
Techno Mobile	25	0	25
Others	10	10	20
Total	150	120	270

Source: Own survey, 2024

From the above table out of 270 respondents the Samsung users of male and females are very proportionate which can be stated as very closer each other, whereas techno mobile all of users are males and females users are nil.

4.1.3 Respondents data on Mobile brands with regards to their Incomes

Table 4.4 Income Vs Cell phone brand

Brand	<10,000 birr	>10,000 birr	Total
Samsung	25	200	225
Techno Mobile	20	5	25
Others	5	15	20
Total	50	220	270

Source: Own survey, 2024

From table 4.4 most of the respondents earn monthly income with the range of >10,000 birr accounts 81.5 %. Majority of Samsung user's monthly income earn above 10,000, which account 74.07%.

4.2 Descriptive Analysis

A basic statistical technique for summarizing and describing the key features of a data set is descriptive analysis. A clear picture of the data is presented through a variety of metrics and visualizations, making it easier to understand and communicate the results. In our case, this is especially true when using mean and standard deviation. Before conducting more complex inferential analysis, this type of analysis is often the initial phase of data exploration. Descriptive analysis is important because it can give stakeholders a comprehensive picture of the data and enable them to make smart decisions. Analysts can identify patterns, trends, and anomalies that may require further research by understanding the fundamentals of a data set. In summary, descriptive analysis is an essential data analysis tool that creates the foundation for deeper insights. Effective data aggregation and visualization enables researchers and decision makers to understand complex information quickly and accurately.

4.2.1 Descriptive Analysis for Social Network

Table 4.5 Social Network Data Analysis

Descriptive Statistics	N	Mean	Std. Deviation
I trust the opinions of my family and friends when choosing a mobile brand.	270	4.23	.957
I am more likely to purchase a mobile brand that my friends or family endorse.	270	4.47	.500
Social media posts from my friends about mobile brands influence my purchasing decisions.	270	4.46	.500
I feel more confident in my choice of mobile brand when someone I know recommends it.	270	3.97	1.198
I follow mobile brands on social media because my friends and family do.	270	4.29	.794
I am likely to participate in discussions about mobile brands that my friends engage with online.	270	4.47	.500
I consider the mobile brands used by my family and friends when making my purchasing decisions.	270	4.47	.500
I feel more inclined to try a new mobile brand if someone in my social circle recommends it.	270	4.23	.957
Valid N (listwise)	270		

Source: Own Survey, (2024)

Table 4.5 shows an overview of the average values of the individual elements in the “Social Networks” area. From the above it can be deduced that an agreement exists for most article registries. Therefore, we can conclude that social network, as one of the factors of mobile manufacturing industry, plays a crucial role in customer's purchasing decision. At the organizational level, social networks are highly crucial because the introduction of the mobile phone has changed the way an individual conducts his or her everyday life as the mechanisms of social interaction have changed (Ling, 2008). This “dynamic social technology” serves as a demonstration of individuals' social networks (Alexander, 2000). Furthermore, Licoppe and Heurtin (2002) believe that a call on a person's cell phone indicates that they have not been completely forgotten in their social circle, but are still strongly connected to their social network. The reason for this is that social networks are important in influencing individuals' purchasing decisions for the company's products.

4.2.2 Descriptive Analysis for Personal History

Table 4.6 Personal History Data Analysis

Descriptive Statistics	N	Mean	Std. Deviation
My first mobile phone brand influences my current brand preferences.	270	4.47	.500
I tend to choose mobile brands that I have used in the past.	270	4.43	.645
Positive experiences with a mobile brand shape my future purchasing decisions.	270	4.30	.864
I often discuss my mobile brand preferences with family and friends.	270	4.47	.500
My choice of mobile brand is influenced by the brands my peers use.	270	4.54	.499
I feel nostalgic about the mobile brands I grew up using.	270	4.47	.500
I believe that my mobile brand choices reflect my personal history and experiences.	270	4.37	.719
I often reminisce about my first mobile phone and its brand when choosing new devices.	270	4.47	.500
Valid N (listwise)	270		

Source: Own Survey, (2024)

Using the statistics from Table 4.6, the researcher can conclude from the mean values that all of the items listed under the personal history met with agreement. Therefore, we can say

that personal story as a factor of mobile manufacturing companies has a great influence on the sector involved, so they should work on it to increase their company acceptance. Therefore, any company searching in the industry should pay special attention to the intended factor as it plays a very important role in the company products to be purchased. This was also noted by Ling (2001) and Ling & Donner (2009) that before the advent of the mobile phone, work and private life were more clearly differentiated as they were separated by working hours and after-work hours. With the introduction of mobile phones, the boundaries between work and private life are blurring as people become more mobile. Furthermore, Fox (2001) and Ling (2012) believe that the mobile phone provides a lifeline to a person's complex everyday life as it helps in micromanaging their time reserves. Therefore, the mobile manufacturing company should deal intensively with the matter in order to cope with the big competition.

4.2.3 Descriptive Analysis for Symbolic Meaning of Products

Table 4.7 Symbolic Meaning of Products Data Analysis

Descriptive Statistics	N	Mean	Std. Deviation
I believe that the mobile brand I choose reflects my personal identity.	270	4.38	.689
The mobile brand I use symbolizes my social status.	270	4.46	.500
I feel that owning a particular mobile brand enhances my self-image.	270	4.39	.872
I associate specific brands with particular lifestyles or social groups.	270	4.20	.793
I associate certain mobile brands with feelings of prestige or luxury.	270	4.47	.500
The values and image of a mobile brand influence my choice to purchase it.	270	4.35	.857
I perceive mobile brands as symbols of innovation and technology.	270	4.38	.689
Using a specific mobile brand helps me connect with like-minded individuals.	270	4.47	.500
I believe that my choice of mobile brand communicates something about my lifestyle.	270	4.47	.500
I feel a sense of belonging when using a popular mobile brand among my peers.	270	4.47	.500
Valid N (listwise)	270		

Source: Own Survey, (2024)

Table 4.7 shows a picture of the agreeable mean values of the individual items under symbolic product means. From the above, it can be said that there is an agreement for most

item registries. Therefore, we can conclude that symbolic product means, as one of the factors of the mobile manufacturing industry, have a great influence on the customer's purchase decision. As Plant's (2002) global study found, access to a cell phone and its secrets can function as a symbol of group trust and solidarity, as well as a medium for self-expression. The cell phone thus serves as a symbolic decoder for “adapting” to one’s own social network and strengthens the individual’s social identity. Therefore, the mobile manufacturing company should study the matter intensively in order to cope with the huge competition and survive in the business.

4.2.4 Descriptive Analysis for Globalization

Table 4.8 Globalization Data Analysis

Descriptive Statistics	N	Mean	Std. Deviation
Globalization has increased my awareness of mobile brands from different countries.	270	4.25	.829
I prefer mobile brands that have a strong international presence.	270	3.97	1.198
I am influenced by global trends when choosing a mobile brand.	270	3.97	1.198
I believe that mobile brands should adapt to local cultures while maintaining their global identity.	270	4.23	.957
I am more likely to purchase a mobile brand that is popular globally.	270	4.47	.500
I feel that my choice of mobile brand reflects global consumer culture.	270	4.47	.500
I am willing to try mobile brands from emerging markets due to globalization.	270	4.11	.868
Global marketing campaigns influence my perception of mobile brands.	270	3.97	1.198
I believe that global competition improves the quality of mobile brands.	270	3.96	1.211
I enjoy exploring mobile brands that are recognized worldwide.	270	4.23	.957
Valid N (listwise)	270		

Source: Own Survey, (2024)

From the data of table 4.8 the researcher can conclude from the mean figures that all of the items put up under globalization attracted an agreement. Therefore, we can say the

globalization as a factor of mobile manufacturing company has a great influence on the involved sector that they should consider it, so as to boost the mobile products to be purchased by the customers. Thus, every company who look for in the sector should give very crucial attention toward the intended factor, as it has very significant role in the firm products acceptance. This also was stated by (Campbell, 2007) that the mobile phone has encouraged the use of public spaces for informal social interaction and Places like restaurants, supermarkets and other “polyvalent” place not committed to specific purposes have become enriched with communicative behavior from mobile phone users. Additionally, Geser (2004) said that in a public place, mobile phones make it easier for users to find themselves physically near complete strangers, as there is a ‘virtual exit option’ simply by contacting someone on the phone. There for the company of mobile manufacturing should have great look on the matter so as to cope up with the give competition to being sustain in the business.

4.2.5 Descriptive Analysis for Customer Buying Decision

Table 4.9 Customer Buying Decision Data Analysis

Descriptive Statistics	N	Mean	Std. Deviation
Owning a specific brand of mobile phone enhances my social status.	270	4.23	.957
I believe that a mobile phone brands reflects my personality and lifestyle.	270	4.39	.488
I often choose mobile phones brands that align with current trends or cultural values.	270	4.44	.497
Recommendations from friends and family significantly influence my mobile phone brands purchases.	270	4.46	.500
Social media platforms shape my perceptions of different mobile phone brands.	270	4.46	.500
My previous experiences with mobile phones brands influence my current buying decisions.	270	4.45	.499
I tend to stay loyal to brands I have had positive experiences with in the past.	270	4.46	.500
My family's mobile phone brand choices have impacted my own preferences.	270	4.40	.492
Global brands play a significant role in my mobile phone purchasing decisions.	270	4.54	.500
I am influenced by international trends when choosing a mobile phone brands.	270	4.47	.500
Valid N (listwise)	270		

Source: Own Survey, (2024)

Similarly like other variable the customer buying decision also have high agreement with above 4.0 mean values. Therefore, if any company wants to invest in the mobile industry, it is the first step to deal with the above mentioned variable and can be stepping stone for other factors that are not taken into account in this study. This is evident from the table above, which shows that respondents indicated that mobile manufacturing companies' factors have the highest mean value and very good standard deviation. Therefore, the selected factors are crucial for the mobile manufacturing company to maximize its return on investment by achieving the best competitiveness from its investment.

4.3 Inferential Analysis

A statistical technique called inferential analysis is used to make inferences about a population from a sample of data. It includes methods such as regression analysis, correlation and hypothesis testing. The main goal is to make conclusions or inferring about a broader population, allowing researchers to assess correlations and test hypotheses while accounting for data variability and uncertainty.

4.3.1 Correlation Analysis

According to Field (2005), a correlation coefficient is a very useful way to summarize the relationship between two variables into a single number ranging from -1 to +1. To examine the relationships between the variables in this study, correlation analysis was performed for each variable using the Pearson correlation coefficient (r). Field's (2005) guidelines were used to interpret the strength of relationships between variables, primarily because they were simple. According to its classification, the correlation efficiency (r) is weak between 0.1 and 0.30, moderate between 0.3 and 0.50, and strong > 0.5 . Regarding the correlation between the variables, Table 4.7 makes it clear that this is the case for each Variables the case is significantly correlated at a significant level of $p < 0.01$ when numbers with the symbol (**) are included. The relationship between the four aspects of independent variable and customer purchase decision is shown in Table 4.10 below.

Table 4.10 Correlation Data Analysis for all variables

Correlations						
		Social Network1	Personal History 2	Symbolic Meaning of Product3	Globalization4	Customer Buying Decision5
1. Social Network	Pearson Correlation	1	.729**	.670**	.704**	.616**
	Sig.(2tailed)		.000	.000	.000	.000
	N	270	270	270	270	270
2. Personal History	Pearson Correlation	.729**	1	.587**	.489**	.692**
	Sig.(2tailed)	.000		.000	.000	.000
	N	270	270	270	270	270
3. Symbolic Meaning of Product	Pearson Correlation	.670**	.587**	1	.574**	.633**
	Sig.(2tailed)	.000	.000		.000	.000
	N	270	270	270	270	270
4. Globalization	Pearson Correlation	.704**	.489**	.574**	1	.621**
	Sig.(2tailed)	.000	.000	.000		.000
	N	270	270	270	270	270
5. Customer Buying Decision	Pearson Correlation	.616**	.692**	.633**	.621**	1
	Sig.(2tailed)	.000	.000	.000	.000	
	N	270	270	270	270	270

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Own Survey, (2024)

According to Table 4.10, all four independent variable(Social Network, Personal History, Symbolic Meaning of Products and Globalization in this case) had a positive association with customer buying decisions ranging from 0.616 to 0.692, and all coefficients were significant at the $p < 0.01$ level. Furthermore, the table shows that the strongest positive relationship is with personal history 0.692, together with the customer buying decision. Symbolic Meaning of Product, stand second with the value of 0.633. Globalization and

Social network had the third and fourth positive relationships, with correlation coefficients of 0.621 and 0.616, respectively. A positive correlation was also observed between all independent variables.

4.3.2 Assumption Test for Regression Analysis

4.3.2.1 Normality Distribution Assumption Test

According to Matt N, Carlos A and Deson K (2013), the distribution of errors (or conversely the conditional distribution of the response variable) for any given combination of values on the predictor variables is formally subject to this assumption. By examining the degree of skewness and kurtosis, one can determine whether a distribution is normal. The values for asymmetry and kurtosis between -2 and +2 are considered acceptable in order to prove normal univariate distribution (George & Mallery, 2010).

Table 4.11 Normality test using Skewness and Kurtosis

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Social Network	270	-.410	.148	.406	.295
Personal History	270	-.238	.148	-.142	.295
Symbolic Meaning of Product	270	-.351	.148	-.262	.295
Globalization	270	-.921	.148	1.510	.295
Customer Buying Decision	270	.246	.148	-.813	.295
Valid N (listwise)	270				

Source: Own Survey, (2024)

We concluded that the data were normally distributed because, as Table 4.11 shows, the skewness and kurtosis of the four independent variable, (Social Network, Personal History, Symbolic Meaning of Products and Globalization) compared to the predicted customer buying decision were within an acceptable range of ± 1 . Therefore, we can conclude that there is healthy or positive distribution of the factor which has been collected from the

respondent that can be concluded it is under normal distribution of scaling. Hence any improvements in practices toward the accomplishment of the intended factor are positively contributed in enhancing their products to be purchased by the customer as mobile manufacturing company.

4.3.2.2 Multi-collinearity Assumption Test

To determine whether the data set has a multi-collinearity problem or whether the explanatory variables in the model have a linear dependence, collinearity diagnostics were performed. To verify this, the study uses the Variance Inflation Factor (VIF), which determines how strongly correlations between independent variables influence the accuracy of regression estimates. The VIF factor should ideally be close to one and no more than ten. Using Formula 1-R² for each variable, tolerance is a measure of the proportion of variability in the specified independent variable that cannot be accounted for by the other independent variables in the model. A very small value (less than 0.10) indicates the possibility of multi-collinearity because it has high multiple correlations with other variables. However, all variance inflation factors are below 10 as shown in the table, indicating that multi-collinearity is not a problem.

Table 4.12 Collinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social Network	.155	6.467
	Personal History	.397	2.519
	Symbolic Meaning of Product	.526	1.903
	Globalization	.259	3.861

a. Dependent Variable: Customer Buying Decision

Source: Own Survey, (2024)

4.3.2.3 Linearity Assumption Test

The linearity of the relationship between the dependent variable (customer buying decision) and the independent variables (Social Network, Personal History, Symbolic Meaning of Products and Globalization) is essential because regression analysis is based on the idea of correlation. Residual plots make it easier to examine linearity. Since the points in a normal PP chart lie on a straight line, the PP chart in Figure 4.2 illustrates the linear relationship between the independent variable and dependent variables as follow.

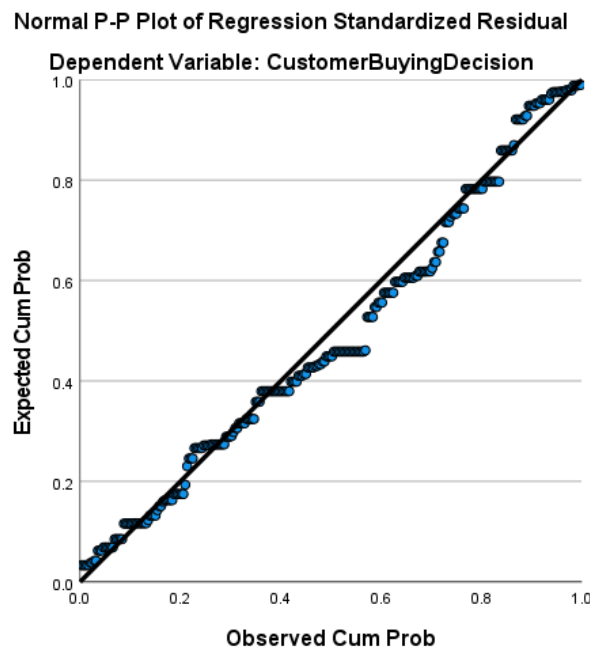


Figure 4.1 Linear Normality P-P plot test result

Source: Own Survey, (2024)

Figure 4.1 displays the normal probability plot of the standardized residuals. It shows that there is no noticeable deviation from the normality assumption, as the representation roughly resembles a diagonal straight line. This suggests that the assumption that the errors are normally distributed is correct and linear.

4.3.2.4 Homoscedasticity Assumption Test

The assumptions of pairs of variables have equal variances, to identify violations of this assumption, simple statistical tests or residual plots can be used. Figure 4.2 shows the plot of the standardized residuals versus the standardized fitted values. We can see that the distribution of residuals is constant throughout the graph i.e. no systematic patterns can be found. Heteroscedastic problems do not exist, as this non-systematic random pattern shows.

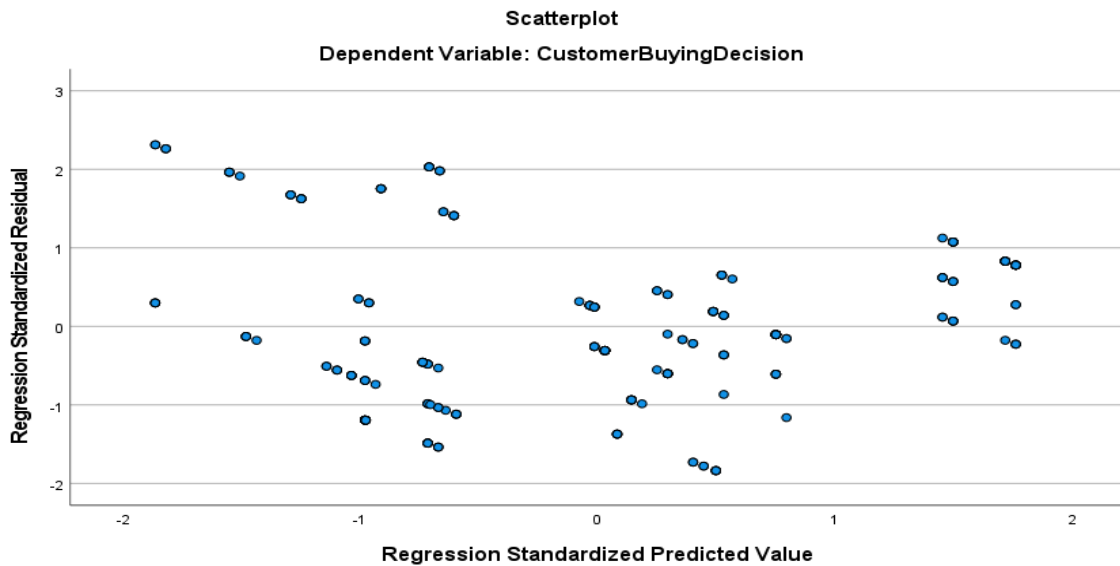


Figure 4.2 Scatterplot test result

Source: Own Survey, (2024)

The researcher is therefore in a good position to conduct regression analysis. For this reason, the regression analysis of the study was carried out and the results were found to be consistent with those of other analyses.

4.3.3 Regression Analysis

4.3.3.1 Regression Analysis Presentation

Table 4.13 Model Summary interpretation and inference

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748a	.559	.552	.19860
a. Predictors: (Constant), Globalization, Personal History, Symbolic Meaning of Product, Social Network				

Source: Own Survey, (2024)

The model summary table above contains the results of the model fitness analysis. The regression model represents how much of the variance in the measure of the dependent variable (customer buying decision) is explained by the independent variable (social network, personal history, symbolic meaning of products and globalization). The value of R² in the model summary table is 0.559, which means that about 55.9% of the variation in buying decision is reflected in the variation in customer buying decision. However, the remaining approximately 44.1% are unexplained fluctuations that are due to the non-inclusion of other relevant variable in this study.

Table 4.14 ANOVA Interpretation and inference

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.239	4	3.3098	83.914	.000b
	Residual	10.452	265	.0394		
	Total	23.691	269			
a. Dependent Variable: Customer Buying Decision						
b. Predictors: (Constant), Globalization, Personal History, Symbolic Meaning of Product, Social Network						

Source: Own Survey, (2024)

As we can see from the above ANOVA table, the significance value is 0.00, which is less than the 5% significance level that dictates the entire regression model is important. Therefore, the result of the study indicated that the regression model significantly predicts the buying decision of customers in the study area.

Table 4.15 Summary of Coefficients Interpretation and inference

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.804	.164		11.018	.000
	Social Network	.125	.069	.187	1.804	.072
	Personal History	.215	.047	.258	4.592	.000
	Symbolic Meaning of Product	.170	.049	.222	3.435	.001
	Globalization	.099	.038	.207	2.581	.010

a. Dependent Variable: Customer Buying Decision

Source: Own Survey, (2024)

The table above shows the coefficients of a regression analysis that evaluates the relationship between the customer's buying decision (dependent variable) and four independent variables: social networks (X1), personal history (X2), symbolic meaning of products (X3) and globalization (X4). All independent variables have a significant impact on customer buying decision, as indicated by their p-values (Sig. = .000). The standardized coefficients (beta) show the relative strength of each predictor. Personal history (X2) has the strongest influence (Beta = .258), and the symbolic meaning of products stand second with their value of (X3, Beta = .222). Furthermore, globalization (X4, Beta = .207) and social networks (X1, Beta) = .187) stands third and fourth respectively.

4.3.3.2 Hypothesis test interpretation and accepting

Table 4.16 Hypothesis Test

Hypothesis	Description	Beta	Study Conclusion
H2	Personal History has significant effect on buying decision of mobile phone	0.258	Accepted
H3	Symbolic meaning of product has significant effect on buying decision of mobile phone	0.222	Accepted
H4	Globalization has significant effect on buying decision of mobile phone	0.207	Accepted
H1	Social Network has significant effect on buying decision of mobile phone	0.187	Accepted

Source: Own Survey, (2024)

4.4 Discussion

The purpose of this study was to determine the decisive elements that impact consumer purchasing decisions in the mobile phone industry, specifically with regard to Techno Mobile. The study found that globalization, personal history, social networks, and the symbolic meaning of products are the four main drivers. Each of these elements had a major impact on respondents' buying decisions, which was consistent with the objectives of the study.

According to the study, Personal History is the most important factor in determining mobile phone buying decisions, as evidenced by its highest beta and significance values. This implies that a consumer's emotional attachments to mobile phones and personal experiences have a significant influence on their buying decisions. For example, a greater propensity to repurchase can result from fond memories of a brand or satisfying prior encounters with a product. This aligns with Consumer Behavioral Theories, particularly the notion that personal connections and experiences shape consumer preferences (Kotler et al., 2012).

The second most influential factor identified is the Symbolic Meaning of the Product. The beta and significance values indicate a positive correlation between consumers' perception of a mobile phone's quality and their buying decisions. As consumers perceive a product as superior or more aligned with their values, their inclination to purchase it rises. Consumers often view mobile phones as symbols of status, identity, or belonging. As such, the perceived quality and prestige associated with a mobile phone can significantly influence buying decisions. This is supported by Plant (2002), who noted that mobile phones can symbolize group solidarity and serve as platforms for self-expression among youth subcultures. Thus, consumers are likely to choose products that reflect their identity or aspirations. Also global trends and access to mobile technology influence consumer choices. As consumers become more connected globally, they are exposed to a wider array of products and cultural influences. Globalization can enhance brand awareness and desirability, as consumers may aspire to own products that are perceived as modern or internationally recognized.

Furthermore, Social Network factor likely pertains to the influence of friends, family, and social circles on individual buying decisions. The opinions and behaviors of peers can heavily sway consumer choices, especially in a market where trends and brand loyalty are significant. Social validation often plays a critical role in decision-making, suggesting that marketing strategies should leverage social proof.

The analysis effectively addressed the research objectives, demonstrating that the identified factors Personal History, Symbolic Meaning of Product, Social Network, and Globalization play significant roles in shaping customers' mobile phone buying decisions. To capitalize on these insights, mobile manufacturers should focus on understanding the diverse experiences and values of their consumers. Tailoring marketing strategies to highlight emotional connections, the symbolic value of products, and leveraging social influence can enhance customer engagement and drive sales. In summary, the findings not only elucidate the determinants of customer buying decision but also offer actionable insights for businesses looking to connect with their target audience more effectively.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter provides the summary of the findings of the study, conclusions drawn from findings and recommendations based on the findings. A conclusion drawn was deduced from analysis and objectives set for the research. The area for further research was also suggested in this chapter.

5.1 Summary

The purpose of this study was to explore the factors influencing consumer purchasing decisions for Techno Mobile in Addis Ababa. Using a questionnaire distributed to 285 employees and shopkeepers, 270 valid responses were analyzed to gather insights into these influences.

Key methods included descriptive statistics, correlation, and regression analysis, using SPSS software to interpret the data. The analysis focused on four main factors: social networks, personal history, symbolic meaning of products, and globalization.

The major findings revealed that all four factors significantly impact consumer buying decisions. Notably, personal history emerged as the most influential, highlighting how past experiences and emotional connections to mobile phones shape purchasing choices. Symbolic meaning followed closely, indicating that consumers often view mobile phones as status symbols that reflect their identity and aspirations. Globalization also played a key role, as exposure to international trends and brands enhances consumer desirability for products. Lastly, social networks were found to significantly influence decisions, emphasizing the importance of peer opinions and social validation in consumer behavior.

These insights suggest that mobile manufacturers should focus on understanding and leveraging these factors to enhance their marketing strategies, ultimately connecting more effectively with their target audience and driving sales.

5.2 Conclusion

This study effectively addressed the research objectives by evaluating the impact of social networks, personal history, symbolic meaning of products, and globalization on consumers' purchasing decisions regarding Techno Mobile in Addis Ababa.

The findings reveal that Personal history appeared as the most influential determinant, with respondents indicating that their prior experiences and emotional connections to mobile phones strongly affect their buying decision. This suggests that nostalgia and positive past interactions with a mobile phone product can lead to increased repeat purchases, emphasizing the need for companies to understand and cultivate these emotional ties.

The symbolic meaning of products was also highlighted as a key factor, with participants viewing mobile phones as status symbols and tools for self-expression. This perception significantly affects their purchasing decisions, indicating that manufacturers should focus on the quality and prestige associated with their products to appeal to consumers' identities and aspirations.

Similarly, although less than the other factors social networks play a crucial role in influencing buying decisions, as they reshape how individuals interact and connect with mobile phone. Respondents acknowledged the significant effect of social circles on their buying choices, underscoring the importance of leveraging social proof in marketing strategies.

Lastly, the impact of globalization was evident, with consumers increasingly influenced by global trends and the availability of international brands. This exposure enhances brand desirability, suggesting that Techno Mobile should align its offerings with global standards and consumer expectations to remain competitive.

In summary, the study underscores the importance of understanding the intertwined effects of these factors on consumer buying decision. By tailoring marketing strategies to highlight personal connections, the symbolic value of products, and the influence of social networks, Techno Mobile can enhance customer engagement and drive sales, thus maximizing their competitive advantage in the dynamic mobile market.

5.3 Recommendations

Based on the findings of the study and conclusions made, the following possible recommendations are given. Nowadays, Cell phones have become the device of choice and consumers want it for its convenience and personal advantage while deciding to buy cell phone. For those companies involved in manufacturing and assembling of cell phone they should value the impact of the determinate factors considered in this study so as to become competent in this dynamic and digitalized world which make the consumers more tech savvy. Therefore, the following general recommendations articulated as follows and also future study suggestion incorporated.

- **Enhance Emotional Marketing:** Develop marketing campaigns that emphasize personal stories and emotional connections to products. Utilize testimonials and user-generated content to showcase how Techno Mobile has positively impacted users' lives.
- **Leverage Social Networks:** Encourage customers to share their experiences on social media and create referral programs that reward users for bringing in new customers. This can harness the influence of social circles on purchasing decisions.
- **Focus on Symbolic Positioning:** Position Techno mobile product as symbols of status and identity. Create limited edition models or collaborations that resonate with particular cultural or social groups to enhance perceived value.
- **Adapt to Global Trends:** Stay updated on global mobile technology trends and incorporates popular features that resonate with local consumers. Regularly assess competitor offerings to remain competitive in an evolving market.
- **Customer Engagement Initiatives:** Establish community engagement programs that allow users to connect and share their experiences. Host events or online forums where customers can interact and provide feedback on products.

These recommendations aim to enhance the effectiveness of marketing strategies at Techno Mobile while providing a foundation for future research that can further illuminate consumer behavior in the mobile phone market.

5.4 Limitations and Suggestion for future research

In any research study, it is crucial to acknowledge the limitations that may affect the validity and generalizability of the findings. Understanding these limitations helps contextualize the results and offers insights into areas that require further exploration. This section outlines the key limitations encountered in the current study, primarily focused on the factors influencing consumer purchasing decisions for Techno Mobile in Addis Ababa.

Additionally, based on these limitations, several suggestions for future research are proposed. These suggestions aim to broaden the scope of inquiry, enhance methodological rigor, and provide deeper insights into consumer buying decision in the mobile phone market. By addressing these areas, future studies can contribute to a more comprehensive understanding of the dynamic interactions between consumers and mobile technology, ultimately informing marketing strategies and product development in this competitive industry.

As a result, the study may have geographical, methodological, or conceptual limitation. Therefore, a larger-scale regress investigation may produce a better outcome, as the following are the study's highlighted limitations, which necessitate caution when interpreting the study's findings.

- **Sample Size and Demographics:** The study focused primarily on employees and shopkeepers of Techno Mobile in Addis Ababa, which may not represent the broader consumer base. The limited demographic diversity could affect the generalizability of the findings.
- **Cross-sectional Design:** The cross-sectional nature of the study captures a snapshot in time, making it difficult to assess changes in consumer behavior or preferences over time. Longitudinal data would provide more comprehensive insights.
- **Exclusion of Other Factors:** While the study identified four key factors (Social Network, Personal History, Symbolic Meaning of Product, and Globalization) as independent variables in this study as influencing buying decisions, other were not explored, which may limit the depth of understanding.

❖ Suggestions for Future Research

- **Broader Demographic Studies:** Future research should include a more diverse sample that encompasses various age groups, socioeconomic backgrounds, and geographic locations. This would allow for a more representative understanding of consumer behavior across different segments.
- **Longitudinal Studies:** Conduct longitudinal studies to track changes in consumer preferences and purchasing behaviors over time. This approach can help identify trends and shifts in the market, providing valuable insights for strategic planning.
- **Exploration of Additional Factors:** Investigate other potential factors influencing consumer buying decisions. A comprehensive approach will enhance understanding of the market dynamics.
- **Qualitative Research Methods:** Incorporate qualitative research methods, such as focus groups and in-depth interviews, to gather richer insights into consumer motivations, preferences, and attitudes. This can complement quantitative data and provide a deeper understanding of consumer behavior.

By addressing these limitations and incorporating the suggested research directions, future studies can provide a more comprehensive understanding of the factors influencing consumer buying decisions in the mobile phone market.

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**APPENDIX 1: QUESTIONNAIRE
PROGRAM- MSC IN INTERNATIONAL BUSINESS (IMPORT AND EXPORT)**

Dear Respondent,

My name is Gashaw Kibru; I am a student pursuing MSc in International Business (Import and Export) at Addis Ababa University carrying out a research on the Investigating Determinants of Mobile Brand Preference on Customer Buying Decision: Evidence from Techno mobile shop owner and employee in Addis Ababa. Any information given will be treated with utmost confidence and shall only be used for academic purposes. Thus, you are kindly requested to give your value adding response for this questionnaire. Your cooperation will be highly appreciated.

Thank you for your kind cooperation in filling the questionnaire.

❖ Section A: Background Information: Tick and fill where appropriate

1) Indicate your position

2) Indicate you gender:

Male []

Female []

3) Please indicate your age

21-30 years []

31-40 years []

41-50 years []

above 50 years []

5) Indicate your highest level of education

Master's Degree []

Diploma []

BA Degree []

others (specify).....

6) How long have you been in employment or shop owners with this firm?

1- 2 years []

3 – 4 years []

Over 5 years []

7) Income Level

< 10,000 []

> 10,000 []

8) Which cellphone brand do you currently use?

Samsung []

Techno mobile []

other []

Indicate the extent of your agreement with respect to each of the following statements by marking 'X' in the box of your choice.

5=strongly agree, 4=Agree, 3=moderately agree, 2=Disagree, and 1=strongly disagree

Social Networks

Indicators	5	4	3	2	1
I trust the opinions of my family and friends when choosing a mobile brand.					
I am more likely to purchase a mobile brand that my friends or family endorse.					
Social media posts from my friends about mobile brands influence my purchasing decisions.					
I feel more confident in my choice of mobile brand when someone I know recommends it.					
I follow mobile brands on social media because my friends and family do.					
I am likely to participate in discussions about mobile brands that my friends engage with online.					
I consider the mobile brands used by my family and friends when making my purchasing decisions.					
I feel more inclined to try a new mobile brand if someone in my social circle recommends it.					

Personal History

Indicators	5	4	3	2	1
My first mobile phone brand influences my current brand preferences.					
I tend to choose mobile brands that I have used in the past.					
Positive experiences with a mobile brand shape my future purchasing decisions.					
I often discuss my mobile brand preferences with family and friends.					
My choice of mobile brand is influenced by the brands my peers use.					
I feel nostalgic about the mobile brands I grew up using.					
I believe that my mobile brand choices reflect my personal history and experiences.					
I often reminisce about my first mobile phone and its brand when choosing new devices.					

Symbolic Meaning of Products

Indicator	5	4	3	2	1
I believe that the mobile brand I choose reflects my personal identity.					
The mobile brand I use symbolizes my social status.					
I feel that owning a particular mobile brand enhances my self-image.					
I associate specific brands with particular lifestyles or social groups.					
I associate certain mobile brands with feelings of prestige or luxury.					
The values and image of a mobile brand influence my choice to purchase it.					
I perceive mobile brands as symbols of innovation and technology.					
Using a specific mobile brand helps me connect with like-minded individuals.					
I believe that my choice of mobile brand communicates something about my lifestyle.					
I feel a sense of belonging when using a popular mobile brand among my peers.					

Globalization

Indicator	5	4	3	2	1
Globalization has increased my awareness of mobile brands from different countries.					
I prefer mobile brands that have a strong international presence.					
I am influenced by global trends when choosing a mobile brand.					
I believe that mobile brands should adapt to local cultures while maintaining their global identity.					
I am more likely to purchase a mobile brand that is popular globally.					
I feel that my choice of mobile brand reflects global consumer culture.					
I am willing to try mobile brands from emerging markets due to globalization.					
Global marketing campaigns influence my perception of mobile brands.					
I believe that global competition improves the quality of mobile brands.					
I enjoy exploring mobile brands that are recognized worldwide.					

Customer Buying Decision

Indicator	5	4	3	2	1
Owning a specific brand of mobile phone enhances my social status.					
I believe that a mobile phone brands reflects my personality and lifestyle.					
I often choose mobile phones brands that align with current trends or cultural values.					
Recommendations from friends and family significantly influence my mobile phone brands purchases.					
Social media platforms shape my perceptions of different mobile phone brands.					
My previous experiences with mobile phones brands influence my current buying decisions.					
I tend to stay loyal to brands I have had positive experiences with in the past.					
My family's mobile phone brand choices have impacted my own preferences.					
Global brands play a significant role in my mobile phone purchasing decisions.					
I am influenced by international trends when choosing a mobile phone brands.					