

Factors Influencing Smartphone Satisfaction among Generation Z: A Contemporary Analysis

Rezwan Ul Haque Aubhi*, Md. Sohel Rana, Nur-A-Alam Mishad, Shadia Sharmin, Abdullah Al Rakib, Faham Ahmed Kalam

Department of Business Administration, University of Scholars, Dhaka, Bangladesh

Email: *r.aubhi@gmail.com

How to cite this paper: Aubhi, R. U. H., Rana, M. S., Mishad, N., Sharmin, S., Rakib, A. A., & Kalam, F. A. (2025). Factors Influencing Smartphone Satisfaction among Generation Z: A Contemporary Analysis. *Open Journal of Business and Management*, 13, 1356-1376.

<https://doi.org/10.4236/ojbm.2025.132071>

Received: February 12, 2025

Accepted: March 18, 2025

Published: March 21, 2025

Copyright © 2025 by author(s) and Scientific Research Publishing Inc. This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

This study investigates the key factors affecting smartphone user satisfaction among Generation Z. The study uses a sample of Gen Z consumers to examine the impact of five critical factors—features, price, brand, durability, and after-sales service on overall user satisfaction. Using a quantitative approach, the study shows that all five factors have a positive impact on user satisfaction, with after-sales service having a significant effect followed by durability and price. The findings show that although features and brand names are important, Gen Z consumers in Bangladesh emphasize the reliability of after-sales support and the durability of their devices. The study provides valuable insights for smartphone manufacturers and retailers who want to increase customer satisfaction among this population. The results also provide a basis for further research on Gen Z's evolving preferences for technological advances and cultural change.

Keywords

User Satisfaction, Smartphones, After-Sales Service, Gen Z, Bangladesh

1. Introduction

Due to the growing influence of technology in every facet of daily life, technical equipment is becoming more and more pleasant to use in terms of size and form. Technical accessories are trendy among people of all ages and skill levels. The development of smartphones is one indication of the rapid changes in technological breakthroughs (Adekunle & Ejechi, 2018). In contrast to smartphones, which have an operating system that permits the use of third-party applications, traditional mobile phones do not have one, according to Garga et al. (2019). The operating systems for smartphones are Linux, Google Android, and Windows Mobile. To

meet the information demands of users and enable them to execute a variety of activities, mobile phones are constantly getting new applications and functions. These days, cell phones are utilized for purposes other than texting and phone calls. According to [Rahim et al. \(2016\)](#), they can be utilized for a variety of things, such as multimedia and entertainment services like games, music, and movies; wireless internet functions like email and banking; and communication services that convey data in audio, graphic, and text formats. Due to their indispensability in contemporary life, most individuals always have cell phones in their pockets at all times ([Li et al., 2021](#); [Smura et al., 2009](#)). There were 131 million internet users globally by the end of December 2023, with 118.49 million of them accessing the internet via smartphones ([BTRC, 2023](#)). According to [Falayi and Adedokun \(2014\)](#), a smartphone is a mobile phone that has advanced computing capabilities and connections compared to conventional feature phones. The predominant mobile operating systems (OS) for smartphones are Android developed by Google, iOS by Apple, Windows Phone by Microsoft, BlackBerry OS by RIM, and Symbian by Nokia. Among them, Android has the biggest market share at 72.11% ([Lasso & Kazanzides, 2019](#)). As well as the market for casual mobile phones has almost vanished, while the demand for smartphones has been growing ([Wijayaa et al., 2021](#)). Depending on their tastes and inclinations, people of different ages use cell phones made by different companies. Because smartphones combine the newest technology with the most practical-carrying alternatives, people use them everywhere as minicomputers ([Kaushal & Kumar, 2016](#)). People nowadays consider cell phones more of a need than a luxury because of all the things they can do with them: make and receive calls, send and receive messages, play games, connect with friends and family, and download a plethora of useful apps ([Hew et al., 2015](#); [Walsh & White, 2006](#)). As a result, the status, way of life, and behavioral habits of users have drastically changed ([Zhu et al., 2012](#)).

According to [Ho and Yang \(2017\)](#), most individuals use smartphones for social media interaction, internet browsing, immersive gaming, and information retrieval. When selecting a smartphone for purchase, individuals of all age groups and proficiency levels, particularly the younger generation, consider many dimensions, including the device's functionalities, user-friendliness, brand reputation, cost, familial considerations, psychological elements, online recommendations, and societal impact ([Chen et al., 2016](#); [Tanveer et al., 2021](#)). Several scholars ([Alshare et al., 2020](#); [Garga et al., 2019](#); [Ismail et al., 2014](#); [Mokhlis & Yaakop, 2012](#); [Rahim et al., 2016](#)) have sought to examine the determinants that impact consumers' purchasing behavior regarding smartphones and elements that contribute to customer satisfaction with mobile phones ([Nath et al., 2015](#)), fewer researchers have attempted to identify factors affecting Gen Z smartphone satisfaction in Bangladesh. The prevalence of smartphone uses in developing countries like Bangladesh suggests the need for empirical studies on user satisfaction. The objective of this research is to examine the many observational factors that influence the satisfaction of Gen Z with cell phones in Bangladesh. Generation Z, comprised of indi-

viduals born between 1997 and 2012, is a newly emerging generational trend that has been more evident in recent times. Bangladesh sees Gen Z as a group who are now pursuing its education and will enter the labor market in the next years. This consumer group is typically tech-savvy, and their lifestyle has a big impact on what they buy and use. Generation Z, as defined by the Pew Research Centre, refers to those born between 1997 and 2012 (Geiger, 2024). In addition, the age range of this generation will be 7 to 25. Considering the increasing significance of mobile communication, this research aims to examine the elements that influence user satisfaction with cell phones among Generation Z in Bangladesh. The large amount of existing literature on this topic has enabled the investigation of the main differences among the factors that affect user satisfaction in this specific classification and has shown the effectiveness of the research.

The topic of smartphone embracing and usage has been investigated to a great extent in Western countries, but little research has been done that specifically concerns the Gen Z market in Bangladesh. Furthermore, many of the current studies carry out the factors that bring about smartphone satisfaction in the same way and do not clearly state the cultural and economic contexts of developing countries. This study aims to fill these gaps by providing region-specific insights.

The essence of this investigation is to find out which particular elements bring smartphone satisfaction to the Gen Z population in Bangladesh. It is necessary to reveal through the investigation of the situation on the market with the help of the newest technologies the influence of particular factors such as features, price, brand, design, durability, and after-sales service to the satisfaction of the generation that is highly tech-savvy. The study is intended for Bangladesh, the market where the rate of smartphone penetration is increasing at a rapid pace, but the behavior of consumers in this group is still a neglected research area.

2. Literature Review and Hypothesis Development

2.1. Theoretical Underpinning

The analysis of this research utilizes three theoretical frameworks named Technology Acceptance Model (TAM) and the Uses and Gratifications Theory (UGT) together with Expectation-Confirmation Theory (ECT). Users develop technology acceptance by assessing both usefulness and ease of use according to the Technology Acceptance Model (TAM) created by Davis in 1989, which influences their satisfaction outcomes. Generation Z, who is not new to digital technology, requires smartphones with simple interfaces that function well and include new features, which is why TAM provides the right tools to measure their satisfaction levels. Generation Z selects smartphones according to their capacity to meet their social needs, entertainment wants, communication requirements and productivity goals through the Uses and Gratifications Theory (UGT) (Katz et al., 1973). UGT provides understanding of the motivation forces that drive this generation toward higher satisfaction because they use smartphones so extensively for expression and social content and entertainment access.

Post-purchase satisfaction can be studied through the Expectation-Confirmation Theory (ECT) (Oliver, 1980) which explains users base their satisfaction on matching expectations against smartphone performance outcomes. User satisfaction grows whenever a device delivers superior performance than originally expected along with more efficient speed and longer battery life along with better camera quality resulting in enhanced brand loyalty and generates positive reviews from end-users. The neglect of consumer expectations leads to both customer dissatisfaction as well as behavioral changes toward switching devices. The current study combines three theories into one examination of Generation Z smartphone satisfaction which establishes a unified understanding for technology adoption factors as well as usage intentions and evaluation responses after purchase.

2.2. User Satisfaction

User satisfaction is a measure of how effectively a business meets or surpasses customer expectations with its goods and services. It is a true assessment of the degree of satisfaction, which differs depending on the individual and the goods to service. Satisfaction is the result of numerous psychological and physiological factors linked to actions related to it. Kotler and Armstrong (2012) provided a definition of satisfaction as the emotional state experienced by an individual when comparing the apparent performance or outcome of a product to their intended expectations. Customer satisfaction, as described by Grönroos (1997), is a durable and collaborative business connection between a seller and a consumer. The provision of this instrument by service providers significantly enhances consumers' inclination to regularly use their services. According to Oliver (2006), customer satisfaction is a highly dependable measure of a customer's loyalty or willingness to continue using a product or service. To determine user satisfaction in the mobile phone industry, this study looks at a few key dimensions. Price equity, brand recognition, longevity, customer service excellence, multimedia, and social impact are among these aspects. These characteristics have a major influence on user satisfaction, even though user satisfaction can be assessed generally or limited to a few specific dimensions (Athanassopoulos et al., 2001). Hokanson (1995) asserts that a number of variables affect customer satisfaction. These elements include staff members who are polite, knowledgeable, helpful, responsive, and on time; accurate and pertinent invoicing; reasonable pricing; service features; exceptional value; billing transparency; and prompt service. A customer's level of pleasure may vary depending on the other options and goods/services they have available to them. Businesses can attain customer satisfaction by satisfying the needs and preferences of their customers (La Barbera & Mazursky, 1983). Customer satisfaction is also defined as the general opinion that customers have about the level of service provided by a business (Johnson & Fornell, 1991). In the context of smartphone commerce, Lin and Wang (2006) define user satisfaction as the consumer's assessment of the goods or service following a purchase as well as their emotional reaction to the environment's overall familiarity with it.

2.3. Features

Product features, as defined by Kotler et al. (2007), relate to the characteristics of a product that, when employed and put into practice, may meet the preferences of consumers. Oulasvirta et al. (2011) assert that smartphones in the mobile phone industry offer a diverse array of advanced technological capabilities such as integrated web browsers, wireless connectivity, application installation, file management systems, multimedia presentation and capture, complete programmability, multiple gigabytes of storage and location, high-resolution displays, and motion sensors. Consumers choose cell phones based on a variety of functionalities that better suit their requirements and preferences, even when various features provide them with varied levels of satisfaction (Pinto et al., 2019). According to empirical data from past research, features are the most crucial factors to take into account when choosing a smartphone while Rahim et al. (2016) outlined the fundamental characteristics of the product, Mokhlis and Yaakop (2012) highlighted the distinctive qualities, while Adetola and Ifeanyichukwu (2016) suggested the appealing attributes. The validation of technology and innovations was conducted by Ahmad and Sherwani (2015), while Nath et al. (2015) identified value-added and technical factors as the primary determinants in smartphone selection. Gopal et al. (2013) state that slim phones are better than big ones, but Riyath and Musthafa (2014) emphasize that a phone needs to be stylish in order to be identified as popular. According to Negi and Pandey (2013), the most important attribute to consider when young ladies buy mobile phones is the duration of battery backup. The preference of contemporary customers is for cellphones that possess distinctive attributes, including the capacity to promptly and effortlessly access information, as well as a straightforward graphical user interface designed for touchscreen operations (Mohd Suki, 2013). Progressive features and apps are becoming more and more popular due to the various services that mobile operators are offering, like internet, entertainment, and multimedia, according to Sullivan et al. (2010). Design features including the camera, color, screen, and internet browsing can all be used to predict user satisfaction, according to research by Ling et al. (2006). Furthermore, larger-screened smartphones with more functions are generally more in demand than smaller-screened smartphones (Liu, 2002). As a result, we hypothesize the following:

H1: There is a significant relationship between smartphone features and user satisfaction.

2.4. Price

According to Kotler and Armstrong (2012), the term “price” refers to the total amount that buyers are required to pay for products and services that fulfill their wants or requirements. Acquisition cost refers to the total amount of money required to complete a transaction (Swani & Yoo, 2010). Although some individuals may believe that the value of a product justifies its price, others may have a different opinion. There are various ideas and points of view about value for money

(Campbell, 1999). While buyers usually want to get the best deal possible and consider pricing when making a purchase (Crilly et al., 2004; Hew et al., 2015), they are rarely afraid to shell out a substantial amount of money to purchase the smartphone of their choice (Mohd Suki, 2013). Price is identified by Karjaluoto et al. (2003) as the primary factor influencing customer behavior in the context of cellphones. Chakraborty and Sengupta (2014) suggest that price structure is a critical determinant of consumer satisfaction and a means of differentiating a business from rivals. According to Nagle and Holden (2002), price can serve as a means of exchange whereby buyers can purchase goods or services from sellers in exchange for money. Optimal pricing structure directly influences customer behavior, especially in the context of smartphone selection. Price differences between low and high are significant, especially in the mobile market, and they act as a differentiator for attributes like features, quality, and brand. Customers who are price-conscious and have a propensity to compare prices benefit from external reference pricing. Price volatility and internal reference price are negatively correlated, claim Yin and Paswan (2007). Being aware of prices impacts customer happiness (Iyer, Sharma, & Evanschitzky, 2006; Varki & Colgate, 2001). Consumers' opinions regarding price level, value for money, and special offers can be either positive or negative. They can also have complaints about price justice, price perceptibility, and pricing processibility (Zielke, 2008). When considering the different price levels of products, many aspects related to price awareness may significantly impact on customer satisfaction (Matzler et al., 2006). The growing attention has brought price fairness to the forefront of customers' perspectives (Martin et al., 2009; Xia et al., 2004). As a result, we hypothesize the following:

H2: There is a significant relationship between smartphone price and user satisfaction.

2.5. Brand

A brand is a distinctive word, phrase, symbol, or appearance that sets apart a product from comparable other items or a firm from its rivals (American Marketing Association, 2024). A brand confers a unique and recognizable identity to a firm, therefore establishing a connection with its goods and services (Leelakulthanit & Honcharu, 2012). Most firms highly attach importance to their brand name, which may greatly enhance the value of their products and services. Moreover, it might provide the company with a competitive gain. Consumer views and judgments that are ingrained as psychological associations are referred to as brand image (Li et al., 2021). The public's impression of a brand is its "image" (Aaker, 1996). After gathering information, consumers use this technique to decide between a certain brand and the options that are offered (Chen et al., 2018; Li et al., 2021). Contemporary, high-tech goods, such as smartphones and tablets, are particularly susceptible to the influence of brand image. A well-known brand with a greater image has a considerable advantage over less well-known enterprises since it is linked to psychological confidence (Raj & Roy, 2015). All products and ser-

vices that consider customers' emotional and rational decision-making processes during first purchases, repeat purchases, and referral behavior are included in the brand experience (Li, 2018). The brand is the primary factor driving consumers' increasing desire for smartphones. Trivedi and Raval (2016) assert that a brand's ambassador and reputation have a significant impact on a smartphone buyer's choice. The research conducted by Khasawneh and Hasouneh (2010) and Savitri et al. (2021) indicates that the brand image of a product plays a crucial role in influencing consumers' brand evaluation and intention to make a purchase. Consumers generally purchase branded goods and services because brands give them options, reassure them of quality, and assist them in making informed selections (Juwaheer et al., 2014). The study conducted by Handley and Gray (2015) showed a noteworthy correlation between the brand image of smartphones and the intention to purchase. Additionally, empirical studies conducted by Ahmad and Sherwani (2015), Bayraktar et al. (2012), Mokhlis and Yaakop (2012), Garga et al. (2019), and others have demonstrated the critical impact that mobile phone brands play in consumers' decision-making processes. Adetola and Ifeanyi-chukwu (2016) assert that brand image has little influence on the decisions made by customers to purchase smartphones. Still, creating a lasting relationship with consumers depends on a brand's reputation. According to Srinivasan and till (2002), it is an important tool that supports precise knowledge structures and facilitates high-quality correspondence. According to Athanassopoulos et al. (2001), customer happiness is linked to positive word-of-mouth and long-term brand loyalty. Mack and Sharples (2009) also pointed out that a product's reputation affects a consumer's choice of mobile device. Conversely, disgruntled consumers propagate false information about a company that lacks brand loyalty. Because using smartphones encourages favorable word-of-mouth for manufacturers, it tends to boost customer satisfaction. As a result, we hypothesize the following:

H3: There is a significant relationship between smartphone brands and user satisfaction.

2.6. Durability

Cordella et al. (2021) provides a definition of durability as the capacity to fulfill its intended functions under specified maintenance, repair, and use circumstances until a threshold condition is reached. The European Environment Agency (2017) states that when maintenance and repair issues are included, a product's durability affects both its technical and functional lifespan. The development of smartphone technology has accelerated due to the widespread use of smartphones for communication and information exchange. Han et al. (2004) investigated methods of determining a customer's total degree of pleasure based on luxuriousness, beauty, and harmony. They found that a phone's size, weight, material, button layout, and interface, among other distinctive features, significantly influence consumers' decisions to buy (Han et al., 2004). User satisfaction is greatly impacted by the physical attributes of smartphones, such as their weight, size, durability, and menu organization. As a result, we hypothesize the following:

H4: There is a significant relationship between durability and user satisfaction.

2.7. After-Sales Service

After-sales service refers to benefits provided to customers after a purchase. After-sales services, which customers use to explain the value of their purchases, have an impact on customer satisfaction and loyalty both directly and indirectly (Hussein & Hartelina, 2021; Sugianto & Sitio, 2020; Wahjudi et al., 2018). Customer satisfaction with many products is mostly influenced by the services provided after the purchase (Knapp, 2021). After-sales services are used as a non-price competitive strategy to get a competitive edge. A key determinant of consumer satisfaction with many products is the quality of post-purchase services provided (Knapp, 2021). Competitive advantage over competitors ultimately results in enhanced customer value and more revenue (Majava & Isoherranen, 2019; Sheth et al., 2020). Considering the inherent characteristics of high-tech innovations, the issues related to post-sales support for mobile phones, particularly smartphones, include short device life cycles, manufacturing faults, and a worldwide customer base (Rofman, 2017). Due to the complexity of the smartphone market, after-sales services have a big influence on user satisfaction. As a result, we hypothesize the following:

H5: There is a significant relationship between after-sales service and user satisfaction.

3. Research Model

A conceptual research framework is created to comprehend the elements influencing user satisfaction with cell phones, shown in **Figure 1**, based on the examination of empirical literature. The hypotheses and findings of previous studies (Athanasopoulos et al., 2001; Chakraborty & Sengupta, 2014; Chang & Chen, 2008; Heriyati & Siek, 2011; Nysveen et al., 2005; Yang et al., 2009) provide the basis for the study model's reasoning. The model states that there are crucial relationships between the following latent constructs: features, price, brand, durability, after-sales service, and user satisfaction. Moreover, an outline of the study's proposed directions is given in **Figure 1**.

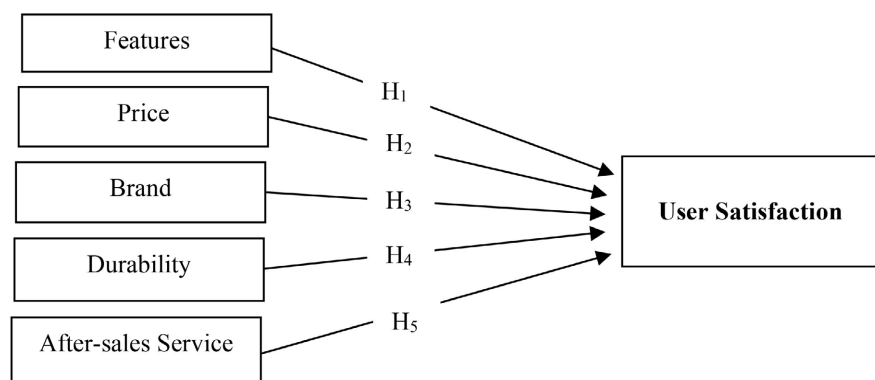


Figure 1. Conceptual model and hypotheses.

4. Research Design

This study describes smartphone user satisfaction among Bangladesh's Gen Z population using a five-factor approach. Features, price, brand, durability, and after-sales service are the constituents. Data collection was conducted using a standardized questionnaire that included a five-point Likert scale. The measuring items in the questionnaire came from a comprehensive review of previous empirical studies as shown in **Table 1** (Olorunniwo et al., 2006; Soltani et al., 2022; Trivedi & Raval, 2016). Convenient sampling procedures were applied to a variety of socioeconomic and cultural groups for collecting the primary data.

Table 1. Number of items and sources.

Constructs	No. of items	Sources
Features (FEA)	4	Kaushal & Kumar (2016); Lay-Yee, Kok-Siew & Yin-Fah (2013); Ling et al. (2006); Osman et al. (2012); Rahim et al.
Price (PRI)	4	Hooi Ting et al. (2011); Lay-Yee et al. (2013); Zielke (2008)
Brand (BRA)	4	Lay-Yee et al. (2013); Handley and Gray (2015); Srinivasan and till (2002); Trivedi & Raval (2016)
Durability (DUR)	3	Han et al. (2004); Ling et al. (2006)
After-sales Service (ASS)	3	Raditya et al., (2019); Knapp (2021); Nemati et al., (2010); Shin & Kim (2008); Singh (2020); Soltani et al. (2022)
User Satisfaction (US)	4	Kim & Chae (2013); Lin and wang (2006); Olorunniwo et al. (2006)

Additionally, the researcher conducted a pilot study in this study to see if the questionnaire's interpretations and instructions were straightforward, understandable, and helpful to the respondents. In the pilot study, a total of twelve responses were gathered, and adjustments were made in response. In February and March of 2024, the final survey was carried out, and 450 responses were gathered. After carefully reviewing each questionnaire and eliminating any erroneous or incomplete responses, the final sample size for the study was 434. MS Excel and SPSS were utilized to analyze the survey results and do pertinent computations for the research. **Table 2** reports on the constructs' validity and reliability.

5. Analysis and Interpretation

The demographic data is classified into six variables, including gender, age, educational attainment, occupation, monthly earnings, and preference for mobile service brands. The sample, as shown in **Table 3**, is predominantly male, with 72.4% (n = 314) identifying as male, while 27.6% (n = 120) are female. Most of the respondents, with the largest group being those aged 21 - 23 years, constituted 39.4% (n = 171) of the sample. This is followed by the 18 - 20 years age group, which represents 31.6% (n = 137). A smaller proportion falls below 18 years of age (15.4%, n = 67), and the fewest respondents are aged above 24 years (13.6%, n = 59).

Table 2. Reliability and validity analysis.

Construct	Items	Loading	Cronabc (α) Value
Features (FEA)	FEA-1	0.828	0.841
	FEA-2	0.861	
	FEA-3	0.778	
	FEA-4	0.780	
Price (PRI)	PRI-1	0.899	0.822
	PRI-2	0.834	
	PRI-3	0.852	
	PRI-4	0.775	
Brand (BRA)	BRA-1	0.807	0.778
	BRA-2	0.783	
	BRA-3	0.803	
	BRA-4	0.853	
Durability (DUR)	DUR-1	0.880	0.839
	DUR-2	0.815	
	DUR-3	0.890	
After-sales Service (ASS)	ASS-1	0.791	0.852
	ASS-2	0.898	
	ASS-3	0.909	
User Satisfaction (US)	US-1	0.863	0.783
	US-2	0.907	
	US-3	0.833	
	US-4	0.962	

Table 3. Descriptive statistics.

Characteristics	Frequency	Percent	
Gender	Male	314	72.4%
	Female	120	27.6%
Age	Below 18	67	15.4%
	18 - 20	137	31.6%
	21 - 23	171	39.4%
	Above 24	59	13.6%
Education	Secondary	67	15.4%
	Higher Secondary	121	27.9%
	Graduate	191	44.0%
	Post-graduate	55	12.7%
	Others	0	0.0%

Continued

	Student	353	81.3%
	Business	54	12.4%
Profession	Govt. Job	9	2.1%
	Private Job	14	3.2%
	Others	4	0.9%
	Below 10,000 TK	227	52.3%
Monthly Income	11,000 - 15,000 TK	115	26.5%
	16,000 - 20,000 TK	42	9.7%
	21,000 - 25,000 TK	21	4.8%
	Above 25,000 TK	29	6.7%
	Samsung	69	15.9%
Mobile Brand	iPhone	36	8.3%
	Vivo	78	18.0%
	Oppo	96	22.1%
	Symphony	84	19.4%
	Walton	32	7.4%
	Others	39	9.0%

Note: n = 434.

In terms of education, the majority have completed graduate-level education (44.0%, n = 191). This is followed by those with higher secondary education (27.9%, n = 121), and a smaller segment has secondary education (15.4%, n = 67). A minority of the respondents have attained post-graduate education (12.7%, n = 55), with no respondents falling into the “Others” category. Most respondents are students, accounting for 81.3% (n = 353) of the sample. The remainder is divided among various professions, with 12.4% (n = 54) engaged in business, 3.2% (n = 14) in private jobs, 2.1% (n = 9) in government jobs, and 0.9% (n = 4) in other unspecified occupations. A significant portion of the population, 52.3% (n = 227), reports a monthly income below 10,000 TK. Following this, 26.5% (n = 115) earn between 11,000 and 15,000 TK. Fewer respondents have incomes in the range of 16,000 - 20,000 TK (9.7%, n = 42), 21,000 - 25,000 TK (4.8%, n = 21), or above 25,000 TK (6.7%, n = 29). Regarding mobile brand preference, the data shows a diverse distribution. The largest preference is for Oppo, chosen by 22.1% (n = 96) of respondents. Symphony follows with 19.4% (n = 84), and Vivo is preferred by 18.0% (n = 78). Samsung is used by 15.9% (n = 69), and iPhone by 8.3% (n = 36). Smaller percentages are associated with Walton (7.4%, n = 32) and other brands (9.0%, n = 39).

After obtaining satisfactory results from the formation and model, the subse-

quent phase is to investigate the conceptual framework. The test of hypotheses on the relationship between each element is shown in **Table 4** and **Figure 2**. In **Figure 2** indicates that $R^2 = 0.43$ or 43% accounted for the variation, including five independent factors: features, price, brand, durability, and after-sales service. These variables are considered significant at a 5% alpha level.

Table 4. Regression coefficients.

Variable	B-value	t-value	Sig.	Tolerance	VIF
FEA	0.247	3.387	0.000***	0.862	2.386
PRI	0.253	3.082	0.000***	0.834	1.893
BRA	0.218	3.022	0.001***	0.687	2.350
DUR	0.264	2.998	0.000***	0.954	1.842
ASS	0.271	3.326	0.001***	0.702	1.389

Note: $R^2 = 0.43$. Durbin Watson value = 1.932. Dependent variable: User Satisfaction (USSA). ** $p < 0.05$; *** $p < 0.01$ ($n = 434$). FEA—features; PRI—price; BRA—brand; DUR—durability; ASS—after-sales service.

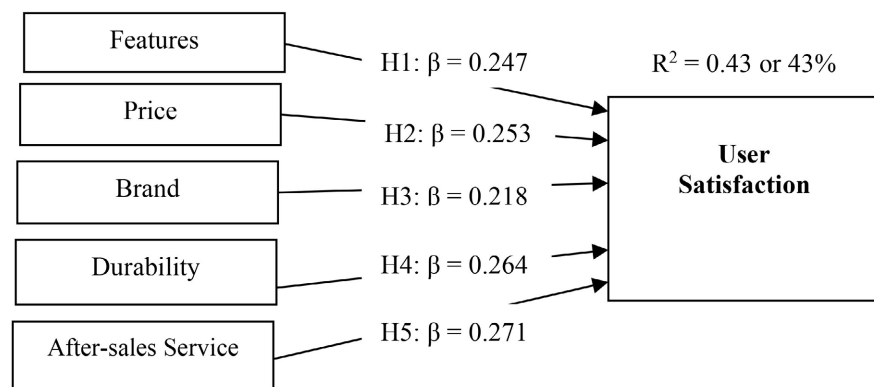


Figure 2. Regression results.

At the level of significance of 5% ($\beta = 0.247$, $p < 0.05$), as depicted by **Table 5**, the first hypothesis (a positive correlation between smartphone features and user pleasure) is supported based on regression analysis. Among the many factors that influence a young student's decision to buy a smartphone, **Trivedi and Raval (2016)** identified the following: operating system version, internet speed, apps, features, design, etc. Product features have a proven impact on the intention to buy a smartphone among young consumers in Bangladesh, according to **Rakib et al. (2022)**. At a 5% level of significance ($\beta = 0.253$; $p < 0.05$), we support Hypothesis 2, which states that there is a substantial association between the price of smartphones and user pleasure. **En and Balakrishnan (2022)**, **Trivedi and Raval (2016)**, and **Lay-Yee et al. (2013)** are among the prior research that have also shown that the price of cell phones is the most important factor affecting the intention of young consumers to purchase one.

Table 5. Summary of hypotheses testing.

Proposed Hypotheses	Decision
H ₁ : There is a significant relationship between smartphone features and user satisfaction.	Accepted
H ₂ : There is a significant relationship between smartphone price and user satisfaction.	Accepted
H ₃ : There is a significant relationship between smartphone brands and user satisfaction.	Accepted
H ₄ : There is a significant relationship between durability and user satisfaction.	Accepted
H ₅ : There is a significant relationship between after-sales service and user satisfaction.	Accepted

The correlation between smartphone brand and customer pleasure is further shown in **Table 4**. In line with previous research, we have confirmed that hypothesis three is correct at the 5% significance level ($\beta = 0.218$; $p < 0.05$). Research has shown that users' perceptions of smartphone brands have a significant impact on their opinions of such brands and their propensity to buy them (Savitri et al., 2021). The fourth hypothesis was supported by the positive association between durability and user satisfaction ($\beta = 0.264$; $p < 0.05$). At the 5% significance level, hypothesis 5 ($\beta = 0.271$; $p < 0.05$) asserts that after-sales service and customer happiness are strongly positively related. Customer satisfaction among developing markets, mobile phone consumers is positively impacted by after-sales support, according to Jahan et al. (2019).

6. Theoretical Implications

The study expands knowledge about technology utilization and satisfaction along with behavioral reactions by utilizing TAM and its integration with UGT and ECT concepts to evaluate Generation Z smartphone satisfaction. Many studies have used the TAM framework to understand how users perceive technology utility and ease of operation for their acceptance decisions (Davis, 1989). This research investigation extends its analysis to illustrate that Generation Z members base their satisfaction on price elements alongside brand recognition. Future developments of TAM need to add these evaluation components since digital-native users favor engaging features over basic functionality. This research confirms the core assumption of UGT that people select technologies according to what needs they specifically meet, as proposed by Katz et al. (1973). Previous academic research centered on traditional media; however, this study demonstrates smartphones fulfil Generation Z users because they provide multiple functionalities to meet their needs for being connected, expressing themselves, and obtaining entertainment. The evaluation process after purchase benefits from ECT through the understanding that system updates alongside customer service and changing user preferences determine satisfaction metrics and brand commitment (Oliver, 1980). Theoretical frameworks of technology satisfaction need to integrate systematic user-technology relationships that develop over time with changing smartphone technologies.

7. Practical Implications

The study delivers vital insights which benefit both manufacturers creating phones and their associated sellers as well as the officials who control the market. The understanding of Gen Z happiness in Bangladesh enables smartphone manufacturers to create improved phone models. People will be happier because of this method which results in them choosing to remain loyal to the brand. The research data has value for service providers as well as retailers who want to attract Gen Z customers. Gen Z customers tend to respond well to stores that focus their offerings on what this demographic enjoys because this results in increased sales and satisfied clients. The study highlights that app developers, along with digital service providers, should work on enhancing the performance optimization of their applications designed for the leading smartphone models used by Gen Z users. The study generates vital knowledge for policymaking bodies and consumer protection organizations about aspects affecting unhappy customers such as deceptive advertisements and subpar post-purchase customer assistance. The obtained intel can assist the creation of consumer education initiatives which boost smartphone buying decisions for young consumers through increased knowledge. Through the collected data regulatory bodies can establish enhanced standards of marketing transparency along with quality control measures for the smartphone market to defend consumer interests effectively.

8. Limitations and Future Research Agenda

The study has several limitations. Firstly, because the facts became collected via self-mentioned questionnaires, there may be a chance of reaction bias, in which individuals can also offer socially ideal or faulty solutions. Secondly, the study is predicated on regression evaluation, which, whilst effective in figuring out relationships between variables, cannot establish direct causality, meaning other unmeasured elements might also influence smartphone satisfaction. Additionally, the study also faces limitations due to rapid technological improvements, as smartphone functions and consumer alternatives evolve quickly, potentially making the findings much less relevant over time.

This research can open the way for future studies focusing on other dimensions affecting user satisfaction e.g., social media influence, peer pressure, ethical consumerism, environmental sustainability, usability of interfaces, or some deeper analysis regarding how these factors change in time due to technology and user preferences. An interesting next step would be a cross-cultural or geo-demographic comparative investigation of Gen Z smartphone satisfaction. Lastly, the qualitative research could discover the additional elements that are most preferred by using this demographic to help producers understand a way to tailor their services to meet Gen Z's needs properly.

9. Conclusion

This study investigated the factors affecting smartphone user satisfaction among

Gen Z in Bangladesh. The study shows that all five factors—features, price, branding, durability, and after-sales service—contribute significantly to user satisfaction. Of these, after-sales service emerged as the most important factor, closely followed by durability and price, meaning not if Gen Z values the functionality and cost of their smartphones not only cost-effective but also the post-purchase support as valuable. While features and brands were still influential, they were found to be far less influential. These findings highlight the importance of smartphone manufacturers and retailers focusing on enhancing after-sales services and ensuring product sustainability to satisfy Gen Z better meet consumers' expectations in Bangladesh.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

References

- Aaker, D. A. (1996). *Building Strong Brands*. The Free Press.
- Adekunle, S. A., & Ejechi, J. O. (2018). Modelling Repurchase Intention among Smartphones Users in Nigeria. *Journal of Modelling in Management*, 13, 794-814. <https://doi.org/10.1108/jm2-12-2017-0138>
- Adetola, A. A., & Ifeanyichukwu, C. (2016). Factors Influencing Smartphone Purchase Behavior among Young Adults in Nigeria. *International Journal of Recent Scientific Research*, 7, 13248-13254.
- Ahmad, F., & Sherwani, N. U. K. (2015). An Empirical Study on the Effect of Brand Equity of Mobile Phones on Customer Satisfaction. *International Journal of Marketing Studies*, 7, 59-71. <https://doi.org/10.5539/ijms.v7n2p59>
- Alshare, F., Aljawarneh, N. M., Alomari, K. A. k., Alomari, Z. S., Albdareen, R., Alwagfi, A. A. et al. (2020). Factors Influencing Cellular Device Purchase Decisions in Jordan. *Management Science Letters*, 10, 2501-2506. <https://doi.org/10.5267/j.msl.2020.3.045>
- American Marketing Association (2024). *Branding*. <https://www.ama.org/topics/branding/>
- Athanassopoulos, A., Gounaris, S., & Stathakopoulos, V. (2001). Behavioural Responses to Customer Satisfaction: An Empirical Study. *European Journal of Marketing*, 35, 687-707. <https://doi.org/10.1108/03090560110388169>
- Bayraktar, E., Tatoglu, E., Turkyilmaz, A., Delen, D., & Zaim, S. (2012). Measuring the Efficiency of Customer Satisfaction and Loyalty for Mobile Phone Brands with Dea. *Expert Systems with Applications*, 39, 99-106. <https://doi.org/10.1016/j.eswa.2011.06.041>
- BTRC (2023). *Internet Users in Bangladesh Reach 131 m as of 2023*.
- Campbell, M. C. (1999). Perceptions of Price Unfairness: Antecedents and Consequences. *Journal of Marketing Research*, 36, 187-199. <https://doi.org/10.1177/002224379903600204>
- Chakraborty, S., & Sengupta, K. (2014). Structural Equation Modelling of Determinants of Customer Satisfaction of Mobile Network Providers: Case of Kolkata, India. *IIMB Management Review*, 26, 234-248. <https://doi.org/10.1016/j.iimb.2014.10.001>
- Chang, H. H., & Chen, S. W. (2008). The Impact of Customer Interface Quality, Satisfaction and Switching Costs on E-Loyalty: Internet Experience as a Moderator. *Computers in Human Behavior*, 24, 2927-2944. <https://doi.org/10.1016/j.chb.2008.04.014>

- Chen, X., Fang, Y., Yang, M., Nie, F., Zhao, Z., & Huang, J. Z. (2018). Purtreeclust: A Clustering Algorithm for Customer Segmentation from Massive Customer Transaction Data. *IEEE Transactions on Knowledge and Data Engineering*, *30*, 559-572. <https://doi.org/10.1109/tkde.2017.2763620>
- Chen, Y., Chen, T., & Lin, C. (2016). The Analyses of Purchasing Decisions and Brand Loyalty for Smartphone Consumers. *Open Journal of Social Sciences*, *4*, 108-116. <https://doi.org/10.4236/jss.2016.47018>
- Cordella, M., Alfieri, F., Clemm, C., & Berwald, A. (2021). Durability of Smartphones: A Technical Analysis of Reliability and Repairability Aspects. *Journal of Cleaner Production*, *286*, Article ID: 125388. <https://doi.org/10.1016/j.jclepro.2020.125388>
- Crilly, N., Moultrie, J., & Clarkson, P. J. (2004). The Role of Designer-Client Communication in Determining Product Appearance. *Design Studies*, *25*, 411-431.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, *13*, 319-340. <https://doi.org/10.2307/249008>
- En, L. E., & Balakrishnan, B. (2022). Smartphone Purchase Intention by Nilai University Students Living in the City of Nilai Malaysia. *Sriwijaya International Journal of Dynamic Economics and Business*, *6*, 131-146. <https://doi.org/10.29259/sijdeb.v6i2.131-146>
- European Environment Agency EEA (2017). *Circular by Design-Products in the Circular Economy*. Publications Office of the European Union.
- Falayi, O. R., & Adedokun, A. J. (2014). The Demand for Smartphones among Students in University of Ibadan. *Economics*, *1*, 30-34.
- Garga, E., Maiyaki, A. A., & Sagagi, M. S. (2019). Factors Influencing Brand Switching Behaviour of Mobile Phone Users and the Mediating Effect of Customer Satisfaction: A Literature Review. *Journal of Education, Society and Behavioural Science*, *29*, 1-11. <https://doi.org/10.9734/jesbs/2019/v29i130097>
- Geiger, A. (2024, April 14). *Defining Generations: Where Millennials End and Generation Z Begins*. Pew Research Center. <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Gopal, P., Anjali, & Aakanksha (2013). Mobile Marketing Research: A Study of Brand Preference by VIT Student's. *International Journal of Advanced Research in Computer Science and Software Engineering*, *11*, 1620-1623.
- Grönroos, C. (1997). Keynote Paper from Marketing Mix to Relationship Marketing—Towards a Paradigm Shift in Marketing. *Management Decision*, *35*, 322-339. <https://doi.org/10.1108/00251749710169729>
- Han, S. H., Kim, K. J., Yun, M. H., Hong, S. W., & Kim, J. (2004). Identifying Mobile Phone Design Features Critical to User Satisfaction. *Human Factors and Ergonomics in Manufacturing & Service Industries*, *14*, 15-29. <https://doi.org/10.1002/hfm.10051>
- Handley, S., & Gray, J. (2015). Managing Quality in a Heterogeneous Contract Manufacturing Environment. *Decision Sciences*, *46*, 1011-1048. <https://doi.org/10.1111/deci.12147>
- Heriyati, P., & Siek, T. P. (2011). Effects of Word of Mouth Communication and Perceived Quality on Decision Making Moderated by Gender: Jakarta Blackberry Smartphone Consumer's Perspective. *Contemporary Management Research*, *7*, 329-336. <https://doi.org/10.7903/cm.9698>
- Hew, J.-J., Lee, V.-H., Ooi, K.-B., & Wei, J. (2015). What Catalyses Mobile Apps Usage Intention: An Empirical Analysis. *Industrial Management & Data Systems*, *115*, 1269-1291. <https://doi.org/10.1108/imds-01-2015-0028>

- Ho, C. T. B., & Yang, J. M. D. (2017). Factors Affecting Users' Mobile Technology Usage Intentions: An Example of QR Code Scanning for Mobile Commerce. *International Journal of Mobile Communications*, 15, 185-209. <https://doi.org/10.1504/ijmc.2017.082539>
- Hokanson, S. (1995). The Deeper You Analyze, the More You Satisfy Customers. *Marketing News*, 29, 16-16.
- Hooi Ting, D., Fong Lim, S., Siuly Patanmacia, T., Gie Low, C., & Chuan Ker, G. (2011). Dependency on Smartphone and the Impact on Purchase Behaviour. *Young Consumers*, 12, 193-203. <https://doi.org/10.1108/17473611111163250>
- Hussein, F., & Hartelina, H. (2021). After Sales Service for Smartphone Iphone to Customer Loyalty. *Aptisi Transactions on Management (ATM)*, 5, 62-72. <https://doi.org/10.33050/atm.v5i1.1436>
- Ismail, M., Riyath, M., & Musthafa, S. L. (2014). Factors Affecting Mobile Phone Brand Preference: Empirical Study on Sri Lankan University Students. *Fourth International Symposium* (pp. 378-389), University of Sri Lanka.
- Iyer, G. R., Sharma, A., & Evanschitzky, H. (2006). Global Marketing of Industrial Products: Are Interpersonal Relationships Always Critical? *Industrial Marketing Management*, 35, 611-620. <https://doi.org/10.1016/j.indmarman.2005.07.006>
- Jahan, N., Rahman, M. M., Hossain, M. A., & Saiful, H. (2019). An Empirical Study on Customer Satisfaction: Mobile Phone Users in an Emerging Market. *Journal of Digital Convergence*, 17, 75-85. <https://doi.org/10.14400/JDC.2019.17.4.075>
- Johnson, M. D., & Fornell, C. (1991). A Framework for Comparing Customer Satisfaction across Individuals and Product Categories. *Journal of Economic Psychology*, 12, 267-286. [https://doi.org/10.1016/0167-4870\(91\)90016-m](https://doi.org/10.1016/0167-4870(91)90016-m)
- Juwaheer, T. D., Vencatachellum, I., Pudaruth, S., Ramasawmy, D., & Ponnusami, Y. (2014). Factors Influencing the Selection of Mobile Phones among Young Customers in Mauritius. *International Journal of Innovation and Knowledge Management in Middle East & North Africa*, 3, 1-12.
- Karjaluo, H., Pakola, J., Pietilä, M., Svento, R. (2003). An Exploratory Study on Antecedents and Consequences of Mobile Phone Usage in Finland. *Proceedings of the AMA Conference*, 14, 170-178.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and Gratifications Research. *Public Opinion Quarterly*, 37, 509-523. <https://doi.org/10.1086/268109>
- Kaushal, S. K., & Kumar, R. (2016). Factors Affecting the Purchase Intension of Smartphone: A Study of Young Consumers in the City of Lucknow. *Pacific Business Review International*, 8, 1-16.
- Khasawneh, K., & Hasouneh, A. B. I. (2010). The Effect of Familiar Brand Names on Consumers Behaviors: A Jordanians Perspective. *International Research Journal of Finance and Economics*, 43, 33-57.
- Kim, E., & Chae, M. (2013). An Empirical Study on the Differences of Relationship between Content Quality Factors and User Satisfaction on Mobile Contents Based on User Characteristics. *Journal of the Korea Academia-Industrial Cooperation Society*, 14, 1957-1968. <https://doi.org/10.5762/kais.2013.14.4.1957>
- Knapp, A. (2021). Strategic Importance of After-Sales Measures for Small and Medium-Sized Medical Technology Companies in Germany: Empirical Evidence. *International Journal of Healthcare Management*, 14, 219-225. <https://doi.org/10.1080/20479700.2019.1640496>
- Kotler, P., & Armstrong, G. M. (2012). *Principles of Marketing*. Prentice Hall.

- Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2007). *Modern Marketing*. Grada Publishing.
- La Barbera, P. A., & Mazursky, D. (1983). A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process. *Journal of Consumer Research*, *20*, 393-404.
- Lasso, A., & Kazanzides, P. (2019). System Integration. In *Handbook of Medical Image Computing and Computer Assisted Intervention* (pp. 861-891). Elsevier.
<https://doi.org/10.1016/b978-0-12-816176-0.00040-5>
- Lay-Yee, K. L., Kok-Siew, H., & Yin-Fah, B. C. (2013). Factors Affecting Smartphone Purchase Decision among Malaysian Generation Y. *International Journal of Asian Social Science*, *3*, 2426-2440.
- Leelakulthanit, O., & Hongcharu, B. (2012). Factors Influencing Smartphone Repurchase. *Journal of Business & Economics Research (JBER)*, *10*, 623-628.
<https://doi.org/10.19030/jber.v10i11.7361>
- Li, B. (2018). The Influence of Brand Experience on People's Revisit and Purchase Intention in the Context of China's Museum. *American Journal of Industrial and Business Management*, *8*, 563-578. <https://doi.org/10.4236/ajibm.2018.83037>
- Li, Y., Teng, W., Liao, T., & Lin, T. M. Y. (2021). Exploration of Patriotic Brand Image: Its Antecedents and Impacts on Purchase Intentions. *Asia Pacific Journal of Marketing and Logistics*, *33*, 1455-1481. <https://doi.org/10.1108/apjml-11-2019-0660>
- Lin, H., & Wang, Y. (2006). An Examination of the Determinants of Customer Loyalty in Mobile Commerce Contexts. *Information & Management*, *43*, 271-282.
<https://doi.org/10.1016/j.im.2005.08.001>
- Ling, C., Hwang, W., & Salvendy, G. (2006). Diversified Users' Satisfaction with Advanced Mobile Phone Features. *Universal Access in the Information Society*, *5*, 239-249.
<https://doi.org/10.1007/s10209-006-0028-x>
- Liu, C. (2002). The Effects of Promotional Activities on Brand Decision in the Cellular Telephone Industry. *Journal of Product & Brand Management*, *11*, 42-51.
<https://doi.org/10.1108/10610420210419540>
- Mack, Z., & Sharples, S. (2009). The Importance of Usability in Product Choice: A Mobile Phone Case Study. *Ergonomics*, *52*, 1514-1528.
<https://doi.org/10.1080/00140130903197446>
- Majava, J., & Isoherranen, V. (2019). Business Model Evolution of Customer Care Services. *Journal of Industrial Engineering and Management*, *12*, 1.
<https://doi.org/10.3926/jiem.2725>
- Martin, W. C., Ponder, N., & Lueg, J. E. (2009). Price Fairness Perceptions and Customer Loyalty in a Retail Context. *Journal of Business Research*, *62*, 588-593.
<https://doi.org/10.1016/j.jbusres.2008.05.017>
- Matzler, K., Würtele, A., & Renzl, B. (2006). Dimensions of Price Satisfaction: A Study in the Retail Banking Industry. *International Journal of Bank Marketing*, *24*, 216-231.
<https://doi.org/10.1108/02652320610671324>
- Mohd Suki, N. (2013). Students' Demand for Smartphones. *Campus-Wide Information Systems*, *30*, 236-248. <https://doi.org/10.1108/cwis-03-2013-0013>
- Mokhlis, S., & Yaakop, A. Y. (2012). Consumer Choice Criteria in Mobile Phone Selection: An Investigation of Malaysian University Students. *International Review of Social Sciences and Humanities*, *2*, 203-212.
- Nagle, T., & Holden, R. (2002). *Strategy and Tactics of Pricing*. Prentice-Hall.
- Nath, S. D., Saha, A. K., & Hossain, M. A. (2015). Identification and Measurement of the

- Factors Affecting Satisfaction Level of Smart Phone Users: Empirical Evidence from Bangladesh. *International Journal of Business and Management*, 10, 166-177. <https://doi.org/10.5539/ijbm.v10n4p166>
- Negi, N., & Pandey, N. K. (2013). Factors Influencing Brand Preference for Mobile Phones: With Reference to Dehradun Youth. *International Journal of Marketing and Business Studies*, 3, 123-132. <https://doi.org/10.1080/10610421011033494>
- Nemati, A. R., Khan, K., & Iftikhar, M. (2010). Impact of Innovation on Customer Satisfaction and Brand Loyalty, a Study of Mobile Phones Users in Pakistan. *European Journal of Social Sciences*, 16, 299-306.
- Nysveen, H., Pedersen, P. E., & Thorbjørnsen, H. (2005). Explaining Intention to Use Mobile Chat Services: Moderating Effects of Gender. *Journal of Consumer Marketing*, 22, 247-256. <https://doi.org/10.1108/07363760510611671>
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17, 460-469. <https://doi.org/10.1177/002224378001700405>
- Oliver, R. L. (2006). Customer Satisfaction Research. In *The Handbook of Marketing Research: Uses, Misuses, and Future Advances* (pp. 569-587). Sage Publications, Inc. <https://doi.org/10.4135/9781412973380.n27>
- Olorunniwo, F., Hsu, M. K., & Udo, G. J. (2006). Service Quality, Customer Satisfaction, and Behavioral Intentions in the Service Factory. *Journal of Services Marketing*, 20, 59-72. <https://doi.org/10.1108/08876040610646581>
- Osman, M. A., Talib, A. Z., Sanusi, Z. A., Shiang-Yen, T., & Alwi, A. S. (2012). A Study of the Trend of Smartphone and its Usage Behavior in Malaysia. *International Journal on New Computer Architectures and Their Applications*, 2, 274-285.
- Oulasvirta, A., Wahlström, M., & Anders Ericsson, K. (2011). What Does It Mean to Be Good at Using a Mobile Device? An Investigation of Three Levels of Experience and Skill. *International Journal of Human-Computer Studies*, 69, 155-169. <https://doi.org/10.1016/j.ijhcs.2010.11.003>
- Pinto, L., Kaynak, E., Chow, C. S. F., & Zhang, L. L. (2019). Ranking of Choice Cues for Smartphones Using the Best-worst Scaling Method. *Asia Pacific Journal of Marketing and Logistics*, 31, 223-245. <https://doi.org/10.1108/apjml-01-2018-0004>
- Raditya, B., Yuliaty, L. N., & Krisnatuti, D. (2019). Analysis of the Effect of Brand Image, Product Quality and After-Sales Service on Repurchase Decision of Samsung Smartphones. *Russian Journal of Agricultural and Socio-Economic Sciences*, 92, 19-32. <https://doi.org/10.18551/rjoas.2019-08.03>
- Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors Influencing Purchasing Intention of Smartphone among University Students. *Procedia Economics and Finance*, 37, 245-253. [https://doi.org/10.1016/s2212-5671\(16\)30121-6](https://doi.org/10.1016/s2212-5671(16)30121-6)
- Raj, M. P. M., & Roy, S. (2015). Impact of Brand Image on Consumer Decision-Making: A Study on High-Technology Products. *Global Business Review*, 16, 463-477. <https://doi.org/10.1177/0972150915569934>
- Rakib, M. R. H. K., Pramanik, S. A. K., Amran, M. A., Islam, M. N., & Sarker, M. O. F. (2022). Factors Affecting Young Customers' Smartphone Purchase Intention during Covid-19 Pandemic. *Heliyon*, 8, e10599. <https://doi.org/10.1016/j.heliyon.2022.e10599>
- Riyath, M. I. M., & Musthafa, S. L. (2014). *Factors Affecting Mobile Phone Brand Preference: Empirical Study on Sri Lankan University Students*. South Eastern University of Sri Lanka.
- Rofman, O. (2017, November 6). *5 Issues That the Mobile Device Industry Needs to Solve*,

- Pronto. Techopedia.
<https://www.techopedia.com/5-issues-that-the-mobile-device-industry-needs-to-solve-pronto/2/32963>
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The Role of Social Media Marketing and Brand Image on Smartphone Purchase Intention. *International Journal of Data and Network Science*, 6, 185-192. <https://doi.org/10.5267/j.ijdns.2021.9.009>
- Sheth, J., Jain, V., & Ambika, A. (2020). Repositioning the Customer Support Services: The Next Frontier of Competitive Advantage. *European Journal of Marketing*, 54, 1787-1804. <https://doi.org/10.1108/ejm-02-2020-0086>
- Shin, D., & Kim, W. (2008). Forecasting Customer Switching Intention in Mobile Service: An Exploratory Study of Predictive Factors in Mobile Number Portability. *Technological Forecasting and Social Change*, 75, 854-874. <https://doi.org/10.1016/j.techfore.2007.05.001>
- Singh, J. (2020, December 1). *Indians Spend Rs. 2,400 on Average for Servicing Out-of-Warranty Smartphones: Counterpoint*. Gadgets 360. <https://gadgets.ndtv.com/mobiles/news/india-smartphones-after-sales-service-spend-customer-satisfaction-rate-counterpoint-report-2332611>
- Smura, T., Kivi, A., & Töyli, J. (2009). A Framework for Analysing the Usage of Mobile Services. *Info*, 11, 53-67. <https://doi.org/10.1108/14636690910970973>
- Soltani, S., Movahedi Sobhani, F., & Najafi, S. E. (2022). Examining the Impact of Customer Satisfaction with After-Sales Service on Corporate Profitability. *Journal of Industrial Engineering International*, 18, 25-40. <https://doi.org/10.30495/jiei.2022.1955511.1218>
- Srinivasan, S. S., & Till, B. D. (2002). Evaluation of Search, Experience and Credence Attributes: Role of Brand Name and Product Trial. *Journal of Product & Brand Management*, 11, 417-431. <https://doi.org/10.1108/10610420210451616>
- Sugianto, N., & Sitio, A. (2020). The Effect of Internet Quality Connection and after Sales Service towards Consumers' Satisfaction and Its Implication on Consumers' Loyalty of Satellite Internet Product Mangoesky PT. Telkomsat. *Dinasti International Journal of Digital Business Management*, 1, 762-780.
- Sullivan, H. T., Hakkinen, M. T., & DeBlois, K. (2010). Communicating Critical Information Using Mobile Phones to Populations with Special Needs. *International Journal of Emergency Management*, 7, 6. <https://doi.org/10.1504/ijem.2010.032040>
- Swani, K., & Yoo, B. (2010). Interactions between Price and Price Deal. *Journal of Product & Brand Management*, 19, 143-152. <https://doi.org/10.1108/10610421011033494>
- Tanveer, M., Kaur, H., Thomas, G., Mahmood, H., Paruthi, M., & Yu, Z. (2021). Mobile Phone Buying Decisions among Young Adults: An Empirical Study of Influencing Factors. *Sustainability*, 13, Article No. 10705. <https://doi.org/10.3390/su131910705>
- Trivedi, R., & Raval, R. (2016). Consumer Buying Intentions towards Smartphones: A Conceptual Framework. *International Journal of Applied Research*, 2, 736-742.
- Varki, S., & Colgate, M. (2001). The Role of Price Perceptions in an Integrated Model of Behavioral Intentions. *Journal of Service Research*, 3, 232-240. <https://doi.org/10.1177/109467050133004>
- Wahjudi, D., Kwanda, T., & Sulis, R. (2018). The Impact of After-Sales Service Quality on Customer Satisfaction and Customer Loyalty of Middle-Upper Class Landed Housings. *Jurnal Teknik Industri*, 20, 65-72. <https://doi.org/10.9744/jti.20.1.65-72>
- Walsh, S., & White, K. (2006). Ring, Ring, Why Did I Make That Call? Mobile Phone Beliefs and Behaviour among Australian University Students. *Youth Studies Australia*, 25, 49-57. <https://search.informit.org/doi/10.3316/ielapa.264587599079605>

- Wijayaa, O. Y. A., Sulistiyani, S., Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The Role of Social Media Marketing, Entertainment, Customization, Trendiness, Interaction and Word-of-Mouth on Purchase Intention: An Empirical Study from Indonesian Smartphone Consumers. *International Journal of Data and Network Science*, 5, 231-238. <https://doi.org/10.5267/j.ijdns.2021.6.011>
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The Price Is Unfair! A Conceptual Framework of Price Fairness Perceptions. *Journal of Marketing*, 68, 1-15. <https://doi.org/10.1509/jmkg.68.4.1.42733>
- Yang, H., Wu, C., & Wang, K. (2009). An Empirical Analysis of Online Game Service Satisfaction and Loyalty. *Expert Systems with Applications*, 36, 1816-1825. <https://doi.org/10.1016/j.eswa.2007.12.005>
- Yin, T., & Paswan, A. K. (2007). Antecedents to Consumer Reference Price Orientation: An Exploratory Investigation. *Journal of Product & Brand Management*, 16, 269-279. <https://doi.org/10.1108/10610420710763958>
- Zhu, X., Yang, J., Wu, X., & Wei, J. (2012). Online Promotion and Marketing of Mobile Communication Devices: An Empirical Study. *International Journal of Mobile Communications*, 10, 21-36. <https://doi.org/10.1504/ijmc.2012.044521>
- Zielke, S. (2008). Exploring Asymmetric Effects in the Formation of Retail Price Satisfaction. *Journal of Retailing and Consumer Services*, 15, 335-347. <https://doi.org/10.1016/j.jretconser.2007.08.005>