

## Perception of Mobile Phone Attributes and User Purchase Decision: A Study of Samsung Users in Lagos State, Nigeria

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### ABSTRACT

*This study examined perception of mobile phone attributes and users purchase decision using Samsung mobile phones. The study location is Computer Village, Ikeja Lagos in Southwestern Nigeria with population of the study was users of Samsung mobile phones in the market. The research instrument was a structured questionnaire with a sample size of 307 Samsung users in Computer Village, Ikeja, Lagos. Copies of the questionnaire were administered to the Samsung users and 302 copies of the questionnaire were properly completed and returned. Data collected were analysed using both descriptive and inferential statistics. Specifically, for descriptive, percentage, means and standard deviations were adopted. Further, the hypotheses were tested using a simple linear regression analysis with the aid of Statistical Package for Social Sciences (SPSS). The results obtained revealed that durability of brand increases customers' purchase decision of Samsung mobile phone. On the other hand, further analysis on regression analyses revealed that the  $R^2$  of 0.610 indicates the independent variables (product attributes) contributed about 61% to customer purchase decisions of Samsung mobile phone in the computer village mobile phone market, Lagos, Nigeria. The study concludes that perceived product benefits increase customers' purchase decisions for mobile phones. It is recommended that manufacturers as well as intermediaries of mobile phones must put product quality factors into consideration while producing or marketing mobile phone brands to gain positive purchase decisions.*

**Keywords:** Durability, Perception, Product Quality, Product Value, Purchases Decision

### 1. INTRODUCTION

Perception of product qualities applies the Theory of Sensory Perception to advertising and marketing (Antonides & Hovestadt, 2021). According to Fathima (2019), sensory perception is the deliberate identification and interpretation of sensory stimuli as a basis for knowledge, comprehension, and action or reaction. Product characteristics perception is concerned with how individuals form opinions about businesses and the goods they offer based on their purchases, much as how people perceive and process sensory information through their five senses (Blank, 2016). Perception theory is used by retailers to determine how their customers view the features of their products (Khriyenko, 2015).

Perception, according to Rai et al. (2023), is the act or process of being conscious of internal or external sensory stimuli or events, including the meaningful organisation and interpretation of those inputs. Whereas, sensation, the subjective experience that arises when the sensory apparatus is activated without any interpretation or meaning being imposed, is different from perception. Every interaction between a buyer and a seller has an impact on the buyer's perceptions (Almrafee, 2023). The technical quality of the final product might be discussed when a customer selects a design from a store. Since the client is left with the product, they may assess this buyer-seller relationship with great objectivity. To grab consumers' attention and make a lasting impression, mobile phone businesses are now making every effort to promote to them. People's responses to new products and technologies are often unexpected. People's perceptions of product attributes are influenced by a variety of circumstances, both directly and indirectly making the ethnocentric component of the product package is growing more and more significant these days (Sarwar et al., 2013; Elammari & Cavus, 2019).

The impact of perceived product qualities on mobile phone buying decisions is examined in this study. Prior research has mostly focused on consumers' preferences for specific features of mobile phones, with no systematic knowledge of how all these factors affect consumers' perceptions of mobile phones overall (Albari & Safitri, 2018; Gordius et al., 2015). Furthermore, little or no research has been done on how the plethora of different smartphone designs and features affects consumer purchasing decisions, particularly in Lagos, Nigeria, even though new models with various features and attributes are regularly introduced into the Nigerian mobile phone market. Therefore, it is necessary to conduct research using the Nigerian mobile phone industry to examine how consumers perceive certain product qualities.

## **2. LITERATURE REVIEW**

### **2.1 Conceptual Review**

Perception is a person's initial impression, which they use to choose and analyse data to create a meaningful worldview. Customers' perceptions of product qualities have an impact on their level of happiness, and their assessments of quality are a significant predictor of their choice of product. Perception is the ability of humans to identify and understand inputs (Alradaideh, 2020).

According to Rahman and Haque (2021), mobile phones have changed significantly over time, evolving from simple voice-to-voice communication devices to gadgets with innovative capabilities and applications to satisfy users' information needs. Additionally, customers pay attention to the operating system that powers the smartphone in addition to its hardware features, as demonstrated by empirical research (Adekunle & Dimowo, 2023). Features like camera quality, internet surfing, wireless connectivity, image quality, cost, portability, durability, media capacity, and after-sales services have been found to affect users' preference for smartphones (Adekunle & Dimowo, 2021). Furthermore, eight quality dimensions were put forth by Taufiq (2023) as a framework for considering the essential characteristics of product quality. Durability, serviceability, dependability, performance, features, compliance, aesthetics, and perceived quality are the eight qualities that were discussed. The functional dimension includes non-monetary trade-offs, pricing, service quality, value for money, and versatility (Adekunle & Ejechi, 2018).

Customer satisfaction is influenced by perceived value, thus when customers obtain a high-quality product, they are satisfied. Resonance with the brand follows from this delight, Jang et al. (2021), define perceived value as to maximises customer pleasure, which in turn contributes to the development of brand resonance. Additionally, utilising Social Exchange Theory, Khan et al. (2022) conducted an empirical study among Halal food consumers to examine the impact of utility value and brand relationship quality on brand resonance. The findings demonstrated that utility value and brand resonance are positively correlated, with brand relationship quality acting as a mediating factor. Emotional values, or intangible qualities, are qualities that evoke positive sentiments about a brand and its goods in order to encourage purchase. Accordingly, intangible attributes, such as an emotional component, are more elusive or visionary in nature (Kawiana et al., 2021).

Functional values, also known as tangible qualities, can be experienced, evaluated, or presented in a more tangible form (Akeke et al., 2019). Since brand image is a significant component of a product, it must be considered in addition to product qualities. Customers' eagerness to respond to the company's offerings for their requirements is reflected in a positive brand image (Kawiana et al., 2021). In order to determine whether a product will be purchased, it is important to consider the consumer's mental image of the brand. If a strong mental image of a product has been formed, that brand is likely to be the first that comes to mind when the consumer plans to purchase a similar product. Customers are essential to a business for it to function effectively and reflectively (Sudirjo et al., 2023).

## **2.2 Samsung Phones in Nigeria Market**

Samsung Mobile has not looked back since it first entered the Nigerian market in the early 2000s. Customers value it, the brand enjoys it, the mobile world is aware of it, and even competitors can learn from it. It is clear that Samsung has elevated the mobile industry to a new level. When it comes to style, attractiveness, durability, and quality, Samsung has it all (Naija Tech Guide, 2023). In the Nigerian market, it is potentially one brand that appeals to both the wealthy and the impoverished. Samsung is known for its high-end features, elegant appearance, and streamlined design.

Samsung has a vast array of Android smartphones, and their offerings are among the best available (Naija Tech Guide, 2021). While having several reasonably priced models, Samsung is one of the most well-known and costly mobile phone brands in Nigeria. According to Naija Tech Guide (2021), the fact that there is a Samsung Galaxy Phone for everyone contributes to the line's popularity. This is in line with Adekunle and Dimowo (2023) study where, the top smartphone brands in Nigeria were Tecno, Apple, and Samsung. Attri et al. (2017) on the other hand found out that, hardware specifications, the company's marketing communication, product features, usability characteristics, and price are the elements that influence users' smartphone preferences and purchasing behaviour in Nigeria.

## **2.3 Theoretical Foundation**

Self-Perception Theory, pricing perception, and benefit perception serve as the foundation for how customers view product attributes. Self-perception aims to explain how individuals understand the reasons for their own behaviour (Blank, 2016). An essential component of the idea of product attributes is the connection between consumers' self-perceptions and the values and motivations behind their purchases. Researchers at the University of Massachusetts at Amherst, for instance, investigated how consumers' perceptions of themselves affected their choices of what to buy (Khriyenko, 2016). The study investigated

whether consumers believed that issues like environmental effect were actually impacted by their shopping decisions. The researchers came to the conclusion that whether or not a customer prioritised socially conscious patterns of consumption and purchase, depended on how they saw themselves. Customers who considered themselves to be socially conscious were more likely to consider issues like these while making selections about what to buy than consumers who did not share their views (Khriyenko, 2016).

## **2.4 Empirical Review of Related Literature**

Numerous investigations into the variables affecting customer behaviour have been carried out, however the outcomes have not consistently been consistent. While Elammari and Cavus (2019) discovered that price had no discernible influence on purchase decisions, Lavuri and Sreeramula (2019) concluded that price is crucial to customer behaviour. Haris and Mustaffa (2020) did not identify a substantial influence of brand image on consumer behaviour. While Rakib et al. (2022) showed no discernible influence on customer behaviour, Almrafee (2023) examined the major impact of social factors on consumers' purchase decisions.

Perceived product attribute performance and disconfirmation of product attribute expectations were used by Antonides and Hovestadt (2021) to investigate the factors that influence consumer satisfaction with mobile phones. The difference between the previous expectations regarding the performance of a product's attributes and the experienced realisations following purchase is known as disconfirmation. The effects of evaluability on the asymmetric evaluations of both positive and negative disconfirmation of product attribute expectations on consumer satisfaction were examined by Antonides and Hovestadt (2021) using predictions of the asymmetric evaluations of gains (product performs better than expected) and losses (product performs worse than expected) from Prospect Theory in conjunction with Evaluability Theory.

Numerous researchers like Baruk and Iwanicka (2015), Tirelli and Martinez-Ruiz (2014) and Amron (2018) in Ogbulie et al., (2019) studies have linked product quality to customer purchase decisions in a variety of ways. Ogbulie et al. (2019) investigated the impact of product quality on purchasing decisions in Poland and discovered that product quality has a significant impact on purchasing decisions.

In keeping with Loss Aversion Theory, Antonides and Hovestadt's (2021) study discovered that disconfirmation of negative attributes had a greater impact on satisfaction than disconfirmation of good attributes. They found no evidence to support the idea that attribute evaluability influences perceived attribute performance, even if perceived product attribute performance had a favourable impact on satisfaction. But the results showed that disconfirmation of negative traits affected satisfaction more for relatively hard-to-evaluate attributes than for relatively easy-to-evaluate ones. According to Sudirjo et al. (2023), the results of the partial multiple regression test show that the product attribute variables have a significant and positive impact on the dependent variable (purchasing decisions). The three independent variables—product qualities, brand image, and consumer attitude significantly affect the decision to buy, according to the study's findings from the simultaneous multiple regression test.

Gordius et al. (2015) found that brand image, perceptions of product quality, and trust all affect consumer satisfaction and purchase decisions. However, the results of numerous investigations, such as those by Sudirjo et al. (2023), differ from one another. Numerous studies demonstrate that opinions on company image, trust, and product quality have no bearing on consumer satisfaction or purchase decisions. The brand image does not significantly and favourably influence the purchasing decision. Perceived quality has a strong positive impact on purchasing decisions, according to a study by Taufiq (2023). This indicates that the more a customer thinks a firm is good, the more likely they are to make a purchase from that company. Gordius et al. (2015) found that brand image, perceptions of product quality, and trust all affect consumer satisfaction and purchase decisions.

H<sub>1</sub>: Perceived product quality has no significant effect on customer purchase decision of Samsung Mobile Phones in Lagos, Nigeria.

A demographic study on smartphone preference among university students in Nigeria was conducted by Adekunle and Dimowo (2021). Both primary and secondary data were used in the investigation. A price list of the chosen mobile phones, in-person interviews, and questionnaires were all employed by the researchers. The study demonstrated how consumers are impacted by price and quality when buying a mobile phone using a descriptive research methodology and a non-probability sample method. The results of the study showed that consumers weigh both price and quality when making judgments about what to buy, and that these factors influence their decisions. In actuality, buyers consider both price and quality when making purchases. The results show that consumers are reluctant to buy expensive and low-quality phones, proving that price is not a reliable predictor of quality.

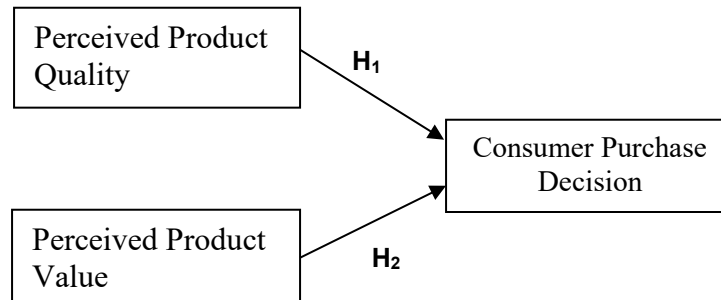
Consumers base their buying decisions on their assessment of the brand's quality (Gallart-Camahort et al., 2021). For instance, if they thought the goods were worth a lot, they would consider it a positive and fulfilling experience. Furthermore, consumers judge a product to be highly valuable when their experience with it surpasses their own (Farid & Niu, 2021). If the product performs better than planned, customers develop a favourable opinion of the branded product. This mindset makes it possible for consumers to buy branded goods (Khraiwish et al., 2022). Customers also rate the goods according to its overall quality and the value they receive for their purchase. Customers appreciate high-quality and value products, and they are more likely to make repeat purchases of them (Husain et al., 2022). However, buyers not only reject the brand's low-quality and low-value products, but they also frequently express a negative attitude about it.

Customers' future loyalty to brands is often influenced by their perception of a product's worth (Servera Francés et al., 2019). Customers that purchase high-value products become loyal to the brand. Previous research has demonstrated that affective commitment results from evaluating customers' perceptions of product value based on their consumption experiences (Kungumapriya & Malarmathi, 2018). Not much research has been done on the connection between consumer affective commitment and perceived product value. Few research, nonetheless, have used a third construct to connect these factors. For instance, Roy et al. (2022) looked into how Australian retailers were affected by customer experience and consumer emotional commitment. Affective commitment and customer satisfaction are positively correlated, and a favourable customer experience is one that has a high perceived value.

Most customer-based brand equity frameworks consider perceived value to be a crucial component (Surücü et al., 2019). Product perceived value is primarily concerned with the customer's evaluation of the brand's usefulness based on their opinions of the quality and satisfaction they obtained as well as the amount of money and other non-monetary expenses they paid. According to Wu et al. (2020), perceived value is a key factor that contributes to customer-based brand equity. Experience, utility, and symbolism are all components of perceived value. Scholars have also claimed that consumers develop high perceived value when perceived quality is high since perceived value encompasses perceived quality (Kim et al., 2021). As a result, the assessment of perceived value takes perceived quality into account. Because consumers expect great value from the item's, perceived value is important in establishing brand equity. The five main factors that make up customer-based brand equity are value, commitment, trust, social image, and performance. Iglesias et al. (2019) investigated the impact of brand experience, commitment, and customer satisfaction on customer-based brand equity and discovered that these elements had a favourable effect. Since product value is one of the components of customer-based brand equity, perceived value and customer-based brand equity are strongly associated (Dian et al., 2021). Brand equity can be raised or lowered by the value of the products that brands provide to their customers; a high product value will result in higher brand equity (Armawan, 2021). To affirm this ongoing debate on perceived product value, the following hypothesis is proposed:

H<sub>2</sub>: Product perceived value has no significant effect on customer purchase decision of mobile phones in Lagos, Nigeria.

The study is hypothesised and modelled as follows:



**Figure 1.** Framework of the Study

Price, features, and social variables influence smartphone purchases, but brand image, dependence, and convenience have no discernible effect, according to Kumar and Fernandez's (2020) research. Engidaw (2020) gathered the basic data from a survey that examined how brand names, pricing, advertising, social variables, and product features impact smartphone sales. Rahim et al. (2016) found that when buying a smartphone, purchase intents are significant when brand awareness, societal impact, and product features are present, but not when product sacrifice is present.

Rahman and Sultana (2022) used data from Bangladesh to investigate the factors impacting mobile phone consumers' purchasing decisions. Using a structured questionnaire, the descriptive study sought to identify the factors influencing smartphone usage across various age groups. The findings of the study indicate that over 70% of smartphone users are less

than 40 years old. Additionally, the availability of numerous phone brands and the rise in mobile phone use have led consumers to take a variety of preferences into account when making selections about what to buy (Rahman & Sultana, 2022). The survey concluded that the most important elements affecting Bangladeshi consumers' decision to purchase smartphones are product features, brand image, pricing, and product quality. The study's conclusions have important ramifications for mobile phone makers looking to gain a competitive edge in the marketplace.

### **3. RESEARCH METHODS**

#### **3.1 Research Design**

The purpose of the study was to investigate the perceptions of product qualities affect mobile phone buying decisions. Data was gathered using a survey methodology to arrive at a meaningful result. Surveys can be used as a representative sample since it let you choose a subset of the population that has similar social and personal characteristics to the rest of the population. The study was limited to Samsung mobile phone users and mobile phone intermediates in Computer Village, Ikeja, to expedite the research. The representative sample's results were extrapolated to the entire population.

#### **3.2 Population of the Study**

Users of Samsung mobile phones in Computer Village Ikeja, Lagos, Nigeria, make up the study's population. Samsung mobile phone dealers and users in Lagos state, particularly those from Computer Village, Ikeja, made up the study's sample frame. The focus is on Samsung phones, which are among the most popular in the Nigerian mobile phone industry, given the sample frame. However, it is unknown and only estimated how many people in Ikeja use Samsung mobile phones. It can be argued that the study's true population is unknown, necessitating the use of sample size selection techniques.

#### **3.3 Sample Size Determination**

This study deals with figuring out a trustworthy sample size for an unidentified population. In this study, the reliable sample size for the unknown population is determined using the Cochran (1977) formula. In statistics, a z-score is a numerical representation of a value's connection to the mean (average) of a collection of data expressed as the standard deviation from the mean. Using the z-score and the normal deviation set at the 95% confidence level (1.96), one may ascertain the appropriate sample size. For this study we pick a choice or response (40% = 0.4) and the confidence interval (0.05 =  $\pm 5$ ), using the formula below:

$$n = Z^2(p) (1-p)/C^2$$

The sample size for the study is 307. This was arrived at using Cochran formula for unknown population size.

#### **3.4 Data Collection Instruments**

One tool used to collect data was the questionnaire. There were two parts to the survey: Section A and Section B. The questionnaire's section A is intended to gather data on the respondents' backgrounds, including gender, age, experience, and professional and

educational credentials, while section B solicits their thoughts on the main factors of the study. Because a structured questionnaire makes it easier to incorporate standardised questions, it was used. Section B of the questionnaire was created with five-point Likert scale measures. The questionnaire will be distributed by hand, and copies will be picked up at designated times and days. The responses to the Likert-type statements are on five-point scales, which range from (5) Strongly Agree to (1) Strongly Disagree.

### 3.5 Validity and reliability of the Research Instrument

The validity measure of the instrument is critical as it pertains to the instrument's ability to measure what it claims to measure. Content or construct validity were applied on the research instrument. Thus, content validity indicates the extent to which an instrument accurately represents what it aims to measure in the study. All modifications and inputs were included in the instrument in this case. Therefore, content and construct validity were applied to validate the instrument and information in the study.

The reliability of the measures was determined using Cronbach's alpha. Statistical Package for Social Sciences (SPSS) was used to perform Cronbach's alpha test. The alpha coefficient for the questionnaire items was established to determine whether or not the items in the questionnaire have a high level of internal consistency. It should be noted that in most social science research contexts, a reliability coefficient of 0.70 or higher is regarded as 'acceptable' (Tavakol & Dennick, 2011; Taber, 2018). The Cronbach's alpha test result for all the core variables of the study is summarised and presented in Table 1.

**Table 1** Reliability Statistics Tests

Variable	Cronbach's Alpha(a) Coefficient	No of Items
Perceived Product Quality	0.724	5
Perceived Product Value	0.742	4
Customer Purchase Decision	0.753	4

### 3.6 Method of Data Analysis

Appropriate analytical techniques were selected to carry out the analysis based on the nature of the dependent and independent variables involved in the research questions. After the collection of data, it was organised and analysed. Data was analysed using descriptive statistics. Frequency tables were created, and regression analysis was performed. The information gathered would be evaluated using the SPSS version 23.0 software. The analysis employed both descriptive and inferential statistics. Multiple regressions were used to test the two stated hypotheses, and multiple regression analysis was used for all research variables. The study results will be presented in the form of statistical tables. The following earlier stated hypotheses would be tested using regression analysis statistical method:

The hypotheses were tested by estimating a regression model which describes the relationship between a dichotomous response variable and a set of explanatory variables. Thus:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon.$$

Where the variables are:

CPD = Customer Purchase Decision

PPQ = Perceived Product Quality



PPV = Product Perceived Value

The individual model generated using simple regression formula is summarised as follows:

$$(Y^1 = \alpha + \beta x)$$

The explicit relationships are:

$$Y_1 = \alpha_1 + \beta_1 \text{CPD} + \varepsilon \dots\dots\dots (1)$$

$$Y_1 = \text{CPD}$$

$$\alpha_1 = \text{Constant}$$

$$\beta_1 = \text{Coefficient}$$

$$X = \text{PPQ}$$

$$\varepsilon = \text{Residual (error) term}$$

This model measures the effect of perceived product quality on customer purchase decisions of Tecno and Samsung Mobile Phones in Lagos, Nigeria.

## Model 2

### Variables:

CPD = Customer Purchase Decision

PPV = Product Perceived Value

The explicit relationships are:

$$Y_2 = \alpha_2 + \beta_2 \text{CPD} + \varepsilon \dots\dots\dots (2)$$

$$Y_2 = \text{CPD}$$

$$\alpha_2 = \text{Constant}$$

$$\beta_2 = \text{Coefficient}$$

$$X = \text{PPV}$$

$$\varepsilon = \text{Residual (error) term}$$

This model 2 measures the product perceived value effect on customer purchase decision of mobile phones in Lagos, Nigeria.

## 4. ANALYSIS OF DATA AND RESULT

### 4.1 Analysis of Demographic Data

**Table 2** Respondents Classified by Demographic Information

Profile Respondents		Frequency	Percent
Gender	Male	178	58.9
	Female	124	41.1
Age	Below 20 yrs	36	11.9
	21 - 30 yrs	88	29.1
	31 - 40 yrs	78	25.8
	41 - 50 yrs	74	24.5
	Above 51 years	26	8.6
Marital Status	Single	62	20.5
	Married	146	48.3

Profile Respondents		Frequency	Percent
Educational Level	Widow	52	17.2
	Divorced	42	13.9
	WASC/GCE	72	23.8
	OND/NCE	80	26.5
	HND/HCE	56	18.5
	BSc/BA	72	23.8
	MSc/MA/MBA	22	7.3
	Total	302	100.0

The demographic data was analysed using frequency distribution and simple percentages. The sex distribution of the respondents indicates that 58.9% were male while 41.1% of the respondents were female. This implies that there are more male respondents than female respondents in the sample. Table 2 shows that 11.9% of the respondents were below 20 years of age, 29.1% of them were in the age range of 21-30 years, 29.8% were in the age range of 31-40 years, 24.5% of the respondents were within the age range of 41- 50 years and 8.6% of them were 51 years and above. In terms of marital status, 20.5% of the respondents were single while 48.3% of the respondents were married. Further, 17.2% of the respondents were widowed/widower and 13.9% of them was divorced. This implies that majority of the respondents were married. For academic qualifications, 23.8% of the respondents held SSCE/GCE certificates, 26.5% held OND/NCE qualifications, 18.5% held HND/HCE, 23.8% held BSc/BA degrees, and 7.3% held MSc/MA/MBA degrees.

#### 4.2 Descriptive Analysis

The respondents' level of agreement was assessed using mean score and standard deviation. Table 1 shows the descriptive statistics mean and standard deviation of respondents on effect of perceived product quality on customer purchase decision of Samsung mobile phones in Lagos, Nigeria.

**Table 3** Mean and Standard Deviation

No	Statement	Samsung Mobile Phones	
		Mean	STD Dev.
1	Product performance increases my purchase decision of Samsung mobile phone.	3.43	1.41
2	Durability of brand increases my purchase decision of Samsung mobile phone.	4.19	1.14
3	Reliability of product increases my purchase decision of Samsung mobile phone.	3.87	1.27
4	Product features increase my purchase decision of Samsung mobile phones.	3.76	1.36
5	Product conformance increases my purchase decision of Samsung mobile phone.	3.23	1.45

Table 3 shows the descriptive statistics mean and standard deviation of respondents on effect of product perceived value on customer purchase decision of mobile phones in Lagos, Nigeria. It can be concluded that, respondents fairly agreed that with the view that product performance increases customers' purchase decision of Samsung mobile phone, product conformance increases customers' purchase decision of Samsung mobile phone while they

agreed that durability of brand increases customers' purchase decision of Samsung mobile phone, reliability of product increases customers' purchase decision of Samsung mobile phone and that product features increases customers' purchase decision of Samsung mobile phones with means of 3.43, 3.23, 4.19, 3.87, 3.76 and standard deviations of 1.41, 1.45, 1.14, 1.27, 1.36 respectively.

**Table 4** Means and Standard Deviations

No	Statement	Samsung Mobile Phones	
		Mean	STD Dev.
1	Functional value derived from the perceived quality increases my customer purchase decision of Samsung mobile phones.	4.56	0.85
2	Emotional value derived from the positive feelings that buying a product generates increases my purchase decision of Samsung mobile phones.	3.47	1.38
3	Social value derived from the product's ability to enhance social self-concept increases my purchase decision of Samsung mobile phones.	4.49	0.95
4	Perceived product gains positively influence my customer purchase decision of Samsung mobile phones.	3.42	1.35

Table 4 indicates that respondents strongly agreed that functional value derived from the perceived quality increases customers' purchase decision of Samsung mobile phones, perceived product benefit increases customers' consumers purchase decision of Samsung mobile phone, and agreed that expected performance of the product increases customers' purchase decision of Samsung mobile phones, while they fairly agreed with the view that emotional value derived from the positive feelings that buying a product generates increases customers' purchase decision of Samsung mobile phones, social value derived from the product's ability to enhance social self-concept increases customers' purchase decision of Samsung mobile phones and perceived product gains positively influences customers' purchase decision of Samsung mobile phones with means of 4.56, 3.47, 4.49, 3.42 and standard deviations of 0.85, 1.38, 0.95, and 1.35 respectively.

### 4.3 Hypotheses Test

H<sub>1</sub>: Perceived product quality has no significant effect on customer purchase decision of Samsung Mobile Phones in Lagos, Nigeria.

H<sub>2</sub>: Perceived product value has no significant effect on customer purchase decision of Samsung Mobile Phones in Lagos, Nigeria.

**Table 5** Regression Analysis for Customer Purchase Decision of Samsung Mobile Phones

Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		$\beta$	Std. Error	Beta		
1	(Constant)	.202	.780		.259	.796
	Product Quality	.430	.056	.461	7.610	.000
	Product Value	.136	.074	.235	4.669	.001
<b>Model Summary</b>						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.781 <sup>a</sup>	.610	.599		.89635	

The interpretation of the findings follows the regression model below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon_i$$

The multiple linear regression results above indicate that the coefficient for product quality is 0.461, and for product value perception is 0.235. This implies that both factors of product attribute examined (Product Quality and Product Value) have influence and contribute significantly to customer purchase decision of Samsung mobile phones in Computer Village, Lagos, Nigeria.

Table 5 further revealed that the  $R^2$  of 0.610 indicates that the independent variables (product attributes) contributed about 61% to customer purchase decisions of Samsung mobile phone in the Computer Village mobile phone market, Lagos, Nigeria. The findings indicates that in order for customer purchase decision to be increased by 1 unit, Product Quality ( $H_{01}$ ) is supposed to be increased by 0.461 unit, and Product Value ( $H_{02}$ ), 0.235 unit, respectively. This should have been held constant at 0.780.

The results indicate that product quality ( $t = 7.610$ ;  $p = 0.000$ ), is the most fundamental attribute that need to be considered for increased customer purchase decision of Samsung mobile phones in the market ( $H_1$ ), followed by perceived product value ( $H_2$ ), which also has a significant positive effect ( $t = 4.669$ ;  $p < 0.001$ ). The findings also indicate that both perceived product quality and perceived product value have significant impact on customer purchase decisions in the Samsung mobile phone market in Nigeria.

In general, the multiple regression analysis suggests that both product attribute variables examined, namely product quality and product value, have a significant effect on customer purchase decisions ( $p = 0.000$  and  $p = 0.001$ , respectively; both  $< 0.05$ ). The analysis indicates that customers place greater emphasis on perceived product quality when purchasing Samsung mobile phones in the market, followed by the perceived product value of the brand.

## 5. CONCLUSION

Based on the results of the descriptive analysis conducted on the effects of perceived product quality on customer purchase decisions for mobile phones, it was revealed that brand durability increases customers' purchase decisions of Samsung mobile phones. In terms of perceived product quality influencing Samsung mobile phone users' purchase decisions, product performance, product features, and product conformance are considered important; brand durability is viewed as very important, while product reliability is rated as either important or very important.

An investigation into the effect of perceived product value on customer purchase decisions for mobile phones in Lagos revealed that perceived functional value, which is derived from product quality and perceived product benefits, increases consumers' purchase decision of Samsung mobile phone phones. The findings showed that functional value and emotional value are considered important, while social value is viewed as very important in influencing Samsung mobile phone users' purchase decisions. This result explains why many Nigerian celebrities patronise high-priced Samsung mobile phones as a symbol of social class expression.

The multiple linear regression analysis suggests that both product attribute variables examined, namely product quality and product value, have a significant effect on customer purchase decisions. The analysis further shows that users place high importance on perceived product quality when purchasing Samsung mobile phones, followed by the perceived product value of the brand. The study concludes that, for Samsung mobile phones, customers prioritise product quality before considering perceived product value when purchasing Samsung mobile phones.

The study recommends that manufacturers as well as intermediaries of mobile phones must put product quality factors into consideration while producing or marketing mobile phone brands to stimulate demand and positively influence purchase decisions. Offering various incentives, such as reduced prices and flexible payment conditions, would be effective in attracting the youth segment.

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