

## **CONSUMER PERCEPTION ON PURCHASE INTENTION OF MOBILE PHONES IN NAIROBI COUNTY, KENYA**

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### **Abstract**

The research inquiry sought to know how consumer perception impacts the purchase intention of mobile phones at Nairobi County. The specific objectives were to investigate how product perception, price perception, perceived quality and expectations perception impacts the purchase intention of mobile phones in Nairobi County, Kenya. A survey methodology involving structured questionnaires were employed to collect data from 400 people in Nairobi County, Kenya who were sample through the convenience sampling design from a target population of 4,397,073 living in Nairobi County, Kenya. Binomial logistic regression model was employed to assess the relationship between the variables. This is considering the fact that the dependent variable which was the purchase intention was on a dichotomous scale. The results observed that product perception, price perception, perceived quality and expectations perception considerably improves the purchase intention of mobile phones at Nairobi County in Kenya.

**Keywords:** Mobile phones, consumer perception, purchase intention, perceive, product perception, perceived quality, price perception, expectations perception

### **1. Introduction**

One of the greatest innovations that has really transformed the interaction between individuals is the mobile communication network, the system has also momentarily changed the way businesses are transacted both locally and globally (Rahim et al., 2016). A cell phone as a mobile communication device has undergone through a lot of changes making its functionalities to advance significantly against time due to the ever-changing needs of the mobile phone subscribers (Hakoama & Hakoyama, 2011). Currently, there are more than 1 billion smart phones being used globally and its adoption would escalate dramatically in the forthcoming years (Rahim et al., 2016). Not only have mobile phones changed the way people communicate through calls and messaging but they have evolved into a platform through which individuals can exchange ideas and information, and participate in virtual environments via the internet (Isaid & Faisal, 2015). It is very essential for smart phone producers to understand the factors influencing the purchase intention of the phones which is a key aspect towards boosting their market share (Rahim et al., 2016). Owing to increased competition among phone companies and the change in the consumer taste, the mobile phone market is very unstable (Walia & Singla, 2017).

In the present highly competitive cellular phone market, firms offering various phone brands frequently fight to differentiate themselves so that customers can choose their mobile phone brands (Sata, 2013). Generally mobile phones are bought because of their portability, connectivity, location detection and computing capabilities (Coelho et al., 2013). Besides that, the phone properties in terms of ease of use, aesthetic design, quality, network coverage,

reliability and price plays an important role when a person considers buying a mobile phone (Ozturk & Karakas, 2016). It has also been revealed that perceived price, brand image, perceived quality and social influence plays a significant role in increasing or decreasing the likelihood for a person to purchase a phone (Zahid & Dastane, 2016). Purchase intention denotes a customer's behavioral propensity or a conscious plan to buy at particular product (Wang & Tsai, 2014). It is a willful state of choice where a customer aims to make a future course of purchasing action (Magistris & Gracia, 2008).

Consumer perception in the context of this study was guided by four aspects, namely, product perception, price perception, perceived quality and expectations perception. A product is mostly perceived by the customers in terms of its attributes which is also known as the brand image (Moslehpour et al., 2015; Li, 2017). The image of a certain product brand is conceived over time (Shaw, 2018). On the other hand, a perceived price of a particular product denotes all the expenses a consumer faces when buying the product (Jin & Sternquist, 2003). It comprises of the time cost, search costs and the sacrificed money (Wang & Chen, 2016). With reference to perceived quality, it can be understood as the customer's personal assessment and judgment about a certain product's general excellence and superiority, though it is not the same as the real quality of the product (Aaker, 1991). Finally, expectations perception is developed when a customer collects information about a certain product maybe from an advertisement and is able to build affiliation on it then he or she will expect that the product will cater for his or her needs based on what the product predicted to be (Xue, 2008; Tsiotsou, 2005).

Purchase intention is usually determined by the customer's perceived value or benefit of the product (Wang & Tsai, 2014). Besides that, it is linked to the customer's attitude, perception and behavior on that product (Mirabi et al., 2015). Purchase intention is usually influenced by brand image, perceived price, product knowledge and perceived product quality in a positive manner in most cases (Tariq et al., 2013; Mirabi et al., 2015; Mirza & Ali, 2017). The higher the willingness to purchase a product the greater the chance of being bought though it does not necessarily mean actually buying it (Wang & Tsai, 2014). On the other hand, a lower willingness to procure a certain product does not mean that the customer won't buy the product in the future (Wang & Tsai, 2014). The perception of a consumer in regard to a certain business entity involves how they perceive the product being marketed, its price, quality and expectations of how the product should perform. The brand image of a product is conceptualized in the minds of the customers based on their experience with the product or interaction with other people who have used the product (Shaw, 2018). The features of a product can differentiate it from other similar products thus making it to be unique brand (Moslehpour et al., 2015).

These features comprises of the functionality, visual appeal and the components that influences the product's attractiveness or acceptance in the market (Moslehpour et al., 2015). The attributes of a certain product offers the consumers a symbolic value and communicates to them the functional aspects stressing on the ease of use that makes the consumers to categorize the product on a certain scale (Akpoyomare et al, 2012). A product can also be perceived in terms of where it is located, the time of season the product is being offered, its form and the freedom a consumer has to use the product (Jones, 2019). In regard to time, a consumer purchases a product depending on the season, weather or based on his/her needs (Jones, 2019). Moreover, a consumer seeks to purchase a product that is conveniently located near the work place or home (Jones, 2019). A store shop makes it convenient for a person to procure a product (Jones, 2019). Moreover, a consumer is willing to procure a product if they perceive that it would give them enough freedom to use it as intended (Jones, 2019). Finally a customer can be willing to procure a product when they establishes that its specifications in terms of productivity for instance meet the customer needs (Linton, 2019).

According to Sheth et al. (1991) and Rintamaki et al. (2006), a product is perceived in terms of the functional, social or emotional value it possesses linked to the desire of the consumer. From the functional perspective, consumers' purchase decisions are influenced by the economic value that consumers believe they can derive from the product (Sheth et al., 1991; Rintamaki et al., 2006). This includes aspects such as how durable or reliable the product is (Sheth et al., 1991; Rintamaki et al., 2006). On the other hand, the social value of a product entails how a consumer wants to be perceived by others when they see them in possession of the product (Sheth et al., 1991; Rintamaki et al., 2006). Some products may be associated with particular social meanings such as class, or good health, and therefore consumers may want to be associated with them (Sheth et al., 1991; Rintamaki et al., 2006). Emotional value involves the emotional attachments that a product may arouse among consumers (Sheth et al., 1991; Rintamaki et al., 2006).

Besides that, with reference to price perception, the perceived price is always imprinted in the mind of the consumers (Wang & Chen, 2016). People do not consistently remember the price of a certain product instead they encode the price as either "expensive" or "cheap" (Wang & Chen, 2016). Since consumers have different perceptions of the value of money, the perceived price apparently possesses a relative value that varies from the sold price (Moslehpour et al., 2015). The perceived price is usually more important and meaningful when compared to the actual price (Bei & Chiao, 2001). Consequently, the perceived price plays an essential part in consumer sacrifice and purchase intention (Moslehpour et al., 2015). People always maximize their utility of a given product they buy by shunning the mistake of procuring something that was not worth it (Jaafar et al., 2012). Consequently, manufacturer branded products whose prices are considerably high are usually deemed to be of great quality and with low risk (Jaafar et al., 2012). Therefore the perceived price will always be used as a yardstick to ascertain the quality of the product (Jaafar et al., 2012).

Interestingly, Boutsouki et al. (2008) contended that most of the customers make purchases based on lowly priced products since they perceived as cheap and can be easily afforded. Just as the perceived price boosts a purchase intention due to the benefits that would be achieved from it, the price of a product which is perceived to be invaluable or unfair would discourage the consumer from making a purchase intention on the product (Schiffman et al., 2012). Consequently, it is very important for firms/marketers to have a clear comprehension of its target market in order to set prices that the customers would be very willing to pay for it (Blackwell et al., 2006). Perceived quality is a catalyst that can make a customer to intend purchasing a particular product or service (Aqeel, 2012; Tariq et al., 2015; Jalilvand et al., 2011; Li, 2017). The major attributes of perceived quality comprises of reliability, durability, consistency, serviceability and consistency based on the mindset of the consumer (Wang & Tsai, 2014). According to Shaharudin et al. (2011) the perceived quality of a product is assessed based on eight aspects.

It is very challenging to satisfy the customers' expectations on quality because their comprehension on what quality entails differs and the variations of quality perspectives depend on cultural, economic, social and technological aspects (Wankhade & Dabade, 2006). The greater a consumer perceives a certain product to be of high quality, the more likely he or she will purchase the product (Petrick, 2004). Besides that, a product's quality has a great effect on its performance thus creating a perceived value on the mind of the customer thus leading to customer satisfaction (Kotler & Armstrong, 2010). This is the reason why the quality of a product is an important tool and strategy for marketer's product positioning (Shaharudin et al., 2011). Currently, the customers are demanding for high quality products to save their energy and time (Shaharudin et al., 2011). This is because the market environment has turned out to be

very competitive with the customers having various purchasing options (Shaharudin et al., 2011). Therefore, the escalation of the consumers' expectations in relation to product quality has pressurized firms to better understand the consumer attitudes and behaviors in order to enhance to enhance their market share and profitability (Shaharudin et al., 2011).

With reference to expectations perception, a customer expects an above-average service delivery of the product but if he or she ends up getting a low perceived value, the customer will be disappointed and end up not only losing interest in purchasing the same product in the future and also discouraging other people from buying it (Yi, 1990). Besides that, when a product is cheap, the consumer might perceive it to be associated with risks thus he or she would expect that after buying the product it might have some defaults to be put up with thus the consumer might end up not procuring the product (Jaafar et al, 2012). Moreover, when a person perceives a certain product to be valuable then he or she would expect that the product would perform well based on the worth of the money sacrificed (Jaafar et al, 2012). Kenya, among all African nations has exemplified a radical mobile phone revolution with the most recent reports indicating that 93% of the country's house-holds possess mobile phones (Wyche et al., 2019). The main mobile phone brands in the Kenyan market are Tecno, Samsung, Infinix, Huawei, Oppo, Nokia, Apple, Vodafone and ITEL (Stat Counter, 2020). The most commonly used mobile phone brand in Kenya is Tecno which accounts for 21.86% of the mobile vendor market share (Stat Counter, 2020). Coming at close second is Samsung accounting for 17.72% of the market share followed by Infinix, Huawei and OPPO accounting for 10.22%, 9.19% and 6.84% respectively (Stat Counter, 2020).

Kenyans moved nearly half the equivalent of the country's gross domestic product (GDP) through their mobile phones last year, underlining the growing importance of digital wallets to the economy (CBK, 2018). Fresh Central Bank of Kenya data shows that mobile transactions stood at Sh3.98 trillion last year, having increased by Sh346 billion or 10 percent from 2017 (CBK, 2018). This translates to an average value of Ksh10.92 billion mobile cash transactions per day (CBK, 2018). That means Kenyans are increasingly adopting the use of mobile platforms in commercial transactions (CBK, 2018). The massive data makes mobile transactions a key feature in the economic wheel, equivalent in importance to banking and other formal financial systems (CBK, 2018). Kenyans are increasingly adopting the use of mobile platforms in commercial transactions. The massive data makes mobile transactions a key feature in the economic wheel, equivalent in importance to banking and other formal financial systems (CBK, 2018).

Additionally, majority of the consumers only buy products that they are familiar with since they would generally expect that those products would perform well just like the previous similar products that they had already bought (Jaafar et al, 2012).

### **1.1 Statement of the Problem**

As reported by the Anti-Counterfeits Agency, fake mobile phones is a great challenge to Kenya and the firms offering particular phone brands that are being mimicked since their brand image is adversely affected (Maina, 2019). Based on the report, 51.8% of all counterfeit products in Kenya are smart phones (Maina, 2019). The counterfeit issue is coupled with other problems such as poor battery life, limited storage space, phone App crash issues, overheating and a phone dying after accidentally being immersed in water (Sakshi, 2018). These issues could make a consumer to paint a bad picture about a particular product phone brand and be discouraged from purchasing it once more (Sakshi, 2018). Additionally, in the present highly competitive cellular phone

market, phone producing firms frequently fight to differentiate themselves so that customers can choose their mobile phone brands (Sata, 2013). Consequently, it has become an essential issue for phone producing companies to determine consumer purchase intention of the phones with reference to how consumers perceives their products. This was based on the product perception, perceived quality, perceived price and the expectations of the consumer (Naing & Chaipoo Pirutana, 2014; Rahim et al., 2016; Li, 2017; Jaafar, et al., 2012). This has to be done in order for the phone producing firms to develop effective marketing strategies incorporating the aforementioned factors in order to increase the purchase intention and the subsequent procurement of the products in order to boost their market share in Kenya.

Most studies (Aqeel, 2012; Mirza & Ali, 2017; Liu & Shiue, 2014; Li, 2017; Maia et al., 2019; Moslehpour et al., 2015; Jaafar et al., 2012; Mirabi et al., 2015; Siddiqui, 2014) reviewed have focused on developing scholarly knowledge on the purchase intention of bakery products, label food products, smart phones etc. in other geographical contexts. But there existed a knowledge gap of the consumer purchase intention of the mobile phones in Kenya. Consequently, this study is motivated to bridge the existing knowledge void. This was done by focusing on the four aspects of consumer perception that comprised of product perception, price perception, perceived quality and user expectations in the Kenyan context. It would be great to know if the four attributes in our country Kenya boosts the purchase intention of mobile phones.

## **1.2 Objectives of the Study**

The general objective of the study is to determine how consumer perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. This will be guided by four specific objectives. The first specific objective is to investigate how product perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. The second specific objective is to establish how price perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. The third specific objective is to determine how perceived quality impacts the purchase intention of mobile phones at Nairobi County in Kenya. The fourth specific objective is to examine how expectations perception impacts the purchase intention of mobile phones at Nairobi County in Kenya.

## **2. Literature Review**

### **2.1 Impact of Product Perception on Purchase Intention**

Li (2017) sought to establish the effect of product perception in terms of brand image on the purchase intention towards sports and tourism products. Purposive sampling design had been used to choose up to 420 people to participate in the study. These people were customers who partook in the Taichung International Travel Fair event in the year 2016. Numerical data for statistical analysis was obtained from the select customers by using structured questionnaires. Descriptive statistical tools were employed for analysis and the description of the phenomena assessed. On the other hand, structural equation model helped in ascertaining how brand image impacts the purchase intention. Interestingly, the findings of the study revealed that brand image does not momentarily boost the purchase intention towards sports and tourism products. The findings of the study could mean that the customers critically look at other factors (e.g. price, quality, value, past experience etc.) besides brand image that would make them want to purchase a certain product.

Another similar study was directed by Wang and Tsai (2014) in Taiwan based on the context of the mutual fund industry to determine how brand image denoting product perception impacts the

purchase intention of the consumers. The study used a structured questionnaire characterized by a Likert scale with seven points of level of agreement. The questionnaires were distributed to the investors residing in Taiwan through the application of random sampling technique. A response rate of 87% was realized from the data collection exercise, whereby 691 out of the 795 targeted consumers participated in giving information to the questionnaires distributed. Structural equation model was used to test how the brand image impacted purchase intention. It was noted that brand image of product significantly boosts the purchase intention of consumers in the Taiwan mutual fund industry. The results of the research investigation were inconsistent with the findings made by Li (2017). The positive significant relationship noted by Wang and Tsai (2014) meant that brand image is employed as an extrinsic cue by a customer when assessing the product before buying it. Consequently, favorable brand features or information boosts the perceived quality and value of the product in the mind of the consumers thus triggering his or her willingness to procure the product (Wang & Tsai, 2014).

On the other hand, Moslehpour et al. (2015) steered a research inquiry to determine the influence of product perception in regard to bakery products on the purchase intention of the Indonesian consumers in Taiwan. The study sampled 400 Indonesian consumers who were residing in Taiwan. The research outcomes unraveled that the product's elements perceived to be attractive to the consumer will significantly boost his or her chance of purchasing the product. This was in contrast to Li (2017) who had found out that product perception does not significantly influence purchase intention. The probable reason could be that Moslehpour et al. (2015) focused on the product features while Li (2017) paid attention on brand image only when assessing the product perception. Chi, Yeh and Tsai (2011) were interested to find out the moderating advertisement endorsement on the relationship between value perception of a product and purchase intention. The study collected data using a questionnaire as the research instrument, and achieved a response rate of 90% in 450 questionnaires that had been sent out. The study found that product perception in terms of the perceived value of a product significantly affects purchase intention, and advertisement endorsement does not moderate the relationship between the perceived value of the product and purchase intention.

On the other hand, Younus et al. (2015) conducted a survey on a sample of 100 respondents to establish the influence of their perceptions of product packaging on their purchase intentions. The study revealed that product packaging strongly boosts the purchase intentions of the consumers. Fung et al. (2004) noted that a customer's feelings are tagged on the packaging and design of the product. Besides that, Rahim et al. (2016) conducted a study on the university students in Kedah to establish how their perception of product features and brand influences their purchase intention of smart phones. The research investigation focused on smart phone as its element of interest. The study revealed that the perceived brand name, product features and the social influence of the smart phones significantly boost the purchase intention of the consumers. Naing and Chaipoopirutanas (2014) just like Rahim et al. (2016) revealed that the product perception in terms of the perceived product image of smart phones significantly boosts the purchase intention of the consumers. This was in the context of Yangon market in Myanmar. Data was retrieved from 400 respondents found in 5 shopping malls by using questionnaires. The smart phones targeted were Apple iphones.

Even though Moslehpour et al. (2015), Li (2017), Wang and Tsai (2014), Chi, Yeh and Tsai (2011), Younus et al. (2015), Rahim et al. (2016) together with Naing and Chaipoopirutanas (2014) tried to see how product perception impacts purchase intention. Little research attention

had been paid to investigate how product perception and utility impacted the purchase intention of mobile phones at Nairobi County in Kenya. Consequently, this study was motivated to bridge the existing knowledge void.

## **2.2 Impact of Price Perception on Purchase Intention**

A scholarly work carried out by Mirza and Ali (2017) was interested to see if price perception can play a role in enhancing or reducing the purchase intention of food products offered in restaurants and coffee houses. The study targeted the general public who visits various restaurants and coffee houses located in Lahore, Pakistan. The study resorted for both correlation and regression models to test the linkage between the price perception as the independent variable and purchase intention as the study's dependent variable. The results noted price perception as a significant escalator of purchase intention. The same research outcomes were noted by Liu and Shiue (2014) with regard to the purchase intention of games in Facebook. The study had assessed the perceptions of 194 Facebook game players through an online survey. The respondents had been sampled through the employment of convenience sampling technique. These research findings denotes that the employment of smart strategies such as lowering prices, offering discounts, matching the price with quality of the product would lead to the customers perceiving the price of the product to be fair and the product valuable thus making them to desire purchasing the product (Heda et al., 2017).

Li (2017) on the other hand, was motivated to confirm if price perception really impacts the purchase intention of consumers on tourism and sports products. The study observed that the price perception actually significantly boosts the purchase intention of customers in regard to the aforementioned products. The results aligned with the findings of Mirza and Ali (2017) based on the food products offered in coffee houses and restaurants. The results also aligned with the outcomes of Liu and Shiue (2014) with regard to the purchase intention of games in Facebook. On the other hand, Maia et al. (2019) sought to establish the perceptions of the Brazilian consumers in the social-commerce sector on the effect of competitive prices on their purchase intention. The study conducted an online survey on 160 consumers. Purchase intention was assessed on a Likert scale in terms of whether the consumer is probable to procure the product/service in the social-commerce site currently or in the near future and if given the opportunity, the customer would buy the product from the site. The research outcomes discovered that competitive prices a construct of price perception considerably conceives the intention of consumers to procure products in the social-commerce sector.

Similarly, Moslehpour et al. (2015) noted that the price perception of the bakery products will consequently boost the purchase intention of the Indonesian consumers in Taiwan. Jaafar et al. (2012) who used multiple linear regression to see if price perception can boost the purchase intention of customers in Malaysia towards private label food products noted just like Maia et al. (2019) and Moslehpour et al. (2015) that price perception is fundamental in boosting the purchase intention of the Malaysians on the aforementioned products. Munnukka (2008) steered a research investigation to determine how price perception influences the purchase intention of mobile communications services in the Finnish mobile services sector. Primary data was collected from 3000 customers through a postal survey. The model explored by the study to establish if price perception can play a role in enhancing purchase intention was the linear regression model. The outcomes of the study was able to portray that price perception significantly boosts the purchase intention of mobile communications services in the Finnish mobile services sector. Similarly, the findings were congruent with the research observations

made by Moslehpour et al. (2015), Jaafar et al. (2012), Maia et al. (2019), Mirza and Ali (2017) together with Liu and Shiue (2014).

Interestingly, the study observed that age, service experience and gender significantly accounted for the differences in consumers' perceptions in regard their perceived price and purchase intention. Interestingly, Mirabi et al. (2015) confirmed that price perception had no considerable effect on the consumer's purchase intention of Bono brand tiles in Tehran. The results did not align with what Moslehpour et al. (2015), Jaafar et al. (2012), Li (2017), Maia et al. (2019), Liu and Shiue (2014) together with Mirza and Ali (2017) had established, since they had observed that price perception escalates consumers' purchase intention considerably. The findings of the study was justified by the fact that the price of the Bono brand tiles are very high thus hindering customers from making an intention to buy the products. On the other hand, Chiang and Jang (2008) observed that the price perception of online hotel bookings are competitive and have a high consumer value thus making the potential customers to be more likely to purchase the hotel services.

At the present moment, based on the studies (Mirza & Ali, 2017; Liu & Shiue, 2014; Li, 2017; Mirza & Ali, 2017; Maia et al., 2019; Moslehpour et al., 2015; Jaafar et al., 2012; Munnukka, 2008; Mirabi et al., 2015; Chiang & Jang, 2008) reviewed. There still existed a room for a study to be carried out in the context of Nairobi County in Kenya to establish if price perception can impact on the purchase intention of mobile phones. Consequently, this study was motivated to bridge the existing knowledge void.

### **2.3 Impact of Perceived Quality on Purchase Intention**

Mirza and Ali (2017) conducted a research inquiry among the general public in Lahore, Pakistan to establish their perceptions on the influence of service quality offered by the restaurants and coffee houses on their purchase intention. The findings of the study concluded that the service quality offered by the restaurants and coffee houses significantly enhances the purchase intention of the customers. Each customer possesses an ideal expectation of service they desire to get when they go to a certain restaurant (Samoszuk & Allison, 2020). Therefore, when a restaurant offers reliable and responsive services that aligns or exceeds the expectations of the consumers (Samoszuk & Allison, 2020). The customer will perceive that the services offered are of great quality and would not hesitate to purchase the products offered by the restaurant in the future (Samoszuk & Allison, 2020). Besides that, Li (2017) also observed that the perceived quality of sports and tourism products would significantly boost the intention of the customers to procure the products.

Wang and Tsai (2014) focused on seeking to know if perceived quality in terms of products offered by the mutual fund industry affects the purchase intention of consumers. This was in the context of Taiwan. The study resorted to structural equation modeling and Pearson correlation model for analysis. The outcomes was able to unravel that perceived quality of the mutual fund products actually plays an important role in escalating the purchase intention of the consumers. The results aligned to what Li (2017) and Mirza and Ali (2017) observed. A good experience derived from a product due to its quality would make the consumer not only to plan buying the product again in the future but refer it to other people to purchase (Jarvala, 1998). On the other hand, if they have a bad experience about the product in terms of its quality, the customer would develop a bad attitude towards the brand and would be discouraged from procuring it in the future (Jarvala, 1998).



Shaharudin et al. (2011) steered a research study to establish the association between product quality and the purchase intention of motorcycles/scooter in the Malaysian context. Product quality was assessed in terms of aesthetics, serviceability, features, durability, reliability, conformance, performance and customer perceived quality. Fascinatingly, the results supported that product quality does not influentially boost customer purchase intention. The results diverged from what Wang and Tsai (2014), Li (2017) together with Mirza and Ali (2017) established. Since they had concluded that perceived product quality momentarily increases the purchase intention of consumers. The findings of the study meant that the customers are keen on other attributes beyond the eight dimensions of product quality in order for them to make a purchase intention that only they themselves know about (Shaharudin et al., 2011).

Similarly, just like other previous studies (Wang & Tsai, 2014; Li, 2017; Mirza & Ali, 2017) a research investigation carried out by Aqeel (2012) observed that perceived quality significantly increases the Saudi Arabian women's purchase intention on luxury fashion brand. Tsiotsou (2005) also noted that when a product is perceived to be of high quality probably due to past user experience, consumer knowledge or the brand of the product then the customer would nurse high intentions to procure the product when equated to the person who perceives the product to be of low quality. The survey was carried out on 226 university students in Athens, Greece through questionnaires. Similarly, Tariq et al. (2013) also established that perceived product quality boosts the purchase intention of the FMCG consumers in Pakistan. This meant that when the products are continuously improved daily to increase their performance and cater for the needs of the customer, and the consumers have knowledge of these improvements, then they are most likely going to purchase the product in the near future (Tariq et al., 2013).

From the reviewed studies conducted by Mirza and Ali (2017), Aqeel (2012), Wang and Tsai (2014), Shaharudin et al. (2011), Li (2017) and Tariq et al. (2013) there had been hardly any study conducted at Nairobi County in Kenya to establish the how perceived quality impacted the purchase intention of mobile phones. This provided a leeway for this study to determine how perceived quality impacted the purchase intention of mobile phones at Nairobi County in Kenya.

#### **2.4 Impact of Expectations Perception on Purchase Intention**

At the moment, only research inquiries carried out by Siddiqui (2014), Hemamalini and Kurup (2014), Jaafar et al. (2012) together with Wang and Tsai (2014) have tried to establish if expectations perception impacts the purchase intention of consumers. Jaafar et al. (2012) concluded that advertisements influences consumers to make decisions to purchase private label food products in Malaysia since they are persuaded and trusts the messages portrayed by the advertisements on those particular products. When a customer collects information about a certain product maybe from an advertisement and is able to build affiliation on it then he or she will expect that the product will cater for his or her needs based on what the product predicted to be (Xue, 2008; Tsiotsou, 2005). Therefore, the advertisements makes the consumers to develop positive expectations about the product in terms of quality for instance which lead them to conceive intentions of procuring the products. Moreover, the Jaafar et al. (2012) observed that consumers who highly intend to procure products they are familiar with since they expect the products to function in a similar way as the previous products they already bought did.

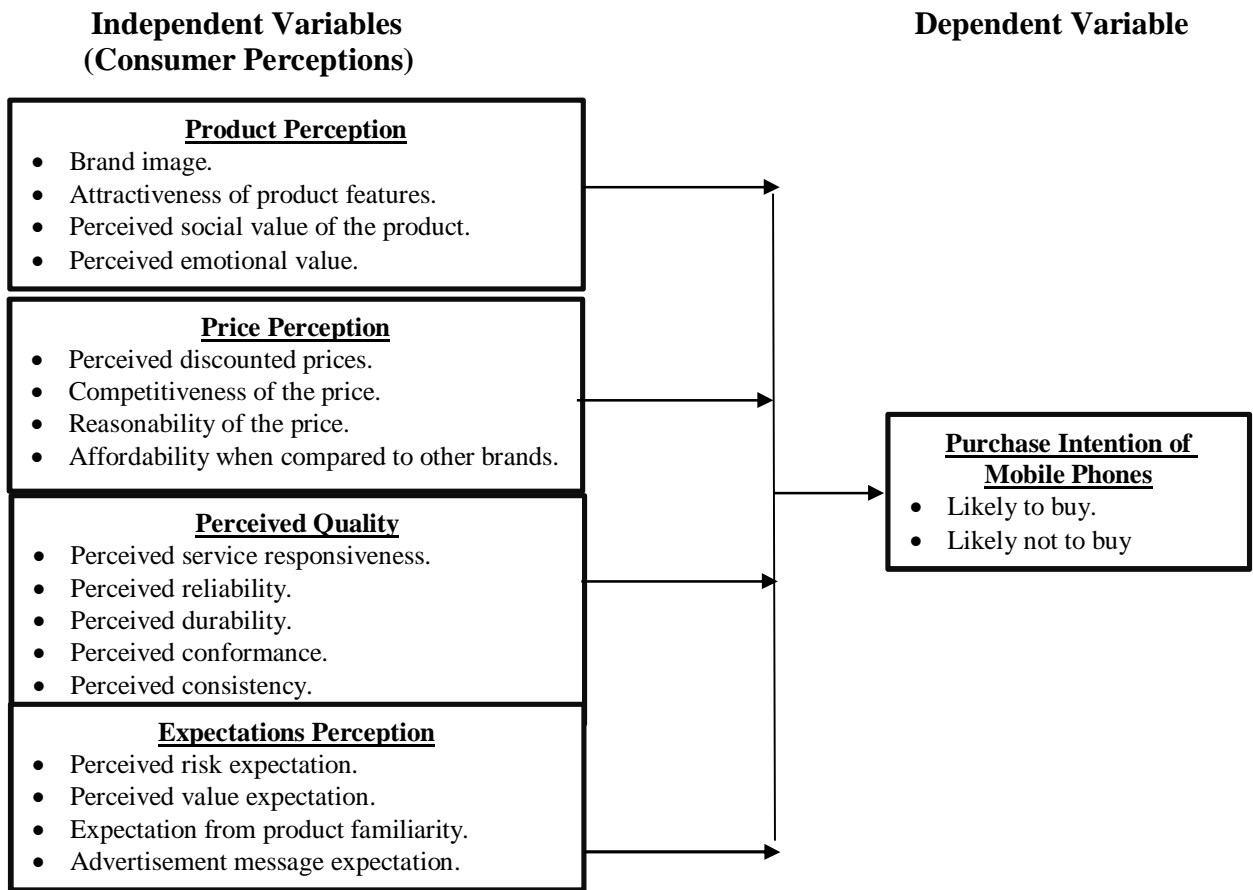
Customers are highly probable to buy well-known brands since they perceive that they have low risks thus will have expectations that once they procure the product then it won't give them any serious challenges (Akaah & Korganonkar, 1988). Interestingly, Wang and Tsai (2014) observed

that the perceived risk of a product would not significantly influence the purchase intention of consumers. Meaning that the customers can purchase products without considering the factor of perceived risk thus they would just procure the products without having any expectations of the product disturbing them or recording a high level of performance. Hemamalini and Kurup (2014) noted that television advertisements conveys the product information to the target consumers who then develops strong intentions to purchase the product. Since they expect and trust that the product will offer the benefits as portrayed in the advertisement (Hemamalini & Kurup, 2014).

Similar findings were noted by Siddiqui (2014) who observed that various television advertisement contents significantly increases the purchase intentions of the UHT Milk products among the consumers in Pakistan. From the reviewed studies conducted by Siddiqui (2014), Hemamalini and Kurup (2014), Wang and Tsai (2014) together with Jaafar et al. (2012) there had been hardly any study conducted at Nairobi County in Kenya to establish how expectations perception impacted the purchase intention of mobile phones. Therefore, it provided a leeway for this study to examine how expectations perception impacted the purchase intention of mobile phones at Nairobi County in Kenya.

### **3.3 Conceptual Framework**

The purchase intention of the mobile phones was the outcome or the dependent variable of this research investigation. On the other hand, the independent variables were product perception and utility, price perception, perceived quality and past user experience together with expectations perception. Figure 1.1 in the next page presented the conceptual framework portraying the relationship between the consumer perception (product perception, price perception, perceived quality and expectations perception) and the purchase intention of mobile phones in Nairobi County, Kenya.

**Figure 1: Conceptual Framework**

Source: Researcher (2020)

#### 4. Research Methodology

After reviewing different types of research designs, it was reached upon that descriptive cross-sectional design was the most suitable for this study. This type of research strategy is anchored on collecting data from the respondents to address a particular phenomenon at one point in time (Lavrakas, 2008). Cross-sectional studies help in identifying or describing a relationship or correlation between two or more variables at one point in time (Deakin University, 2020). This study also applied the same approach by using structured questionnaires to collect quantitative data from a sampled respondent at only one point in time in the year 2022. The study population to be targeted that was relevant to the purpose of this study was all the 4,397,073 people living in Nairobi County owning mobile phones. The figure was based on the census conducted by KNBS in 2019 (KNBS, 2019). A sample design was used to study the mobile phone owners residing in Nairobi since it would have been very costly and time consuming for the researcher to study the entire target population. Since the population was known and countable, the sample size calculator originated by Krejcie and Morgan (1970) was employed to precisely calculate the sample size of the study that would correctly denote the views of the entire target population.

The calculator was deemed appropriate because it is very efficient and accurate in estimating the

sample size that will suitably denote the views of a given population (Kenya Projects Organization, 2012). The sample size formula was displayed below;

$$s = \frac{X^2 NP (1 - P)}{d^2 (N - 1) + X^2 P (1 - P)}$$

Whereby;  $s$  = expected sample size.

$X^2$  = the chi-square value retrieved from the table based on 1 degree of freedom which is based on a desired confidence level estimated to be 3.841.

$N$  = the aggregate number of people living in Nairobi County to be targeted.

$P$  = the ratio of population projected to be 0.5 that is considered to provide an optimal sample size.

$d$  = the level of preciseness at 95% confidence level (whereby only 0.05 error is allowed).

$$s = \frac{7.682 \times 4,397,073 \times 0.25}{0.0025 \times 4,397,073 + (7.682 \times 0.5 \times 0.5)}$$

$$s = \frac{8,444.578.6965}{10,992.6825 \times 1.9205}$$

$$s = 400$$

Thus, the sample size of this study was 400 residents of Nairobi County, Kenya. The study used a structured type of questionnaire to collect information that was used to address its objectives. The researcher hired 22 research assistants to help her in the data collection process since Nairobi County is a relatively big geographical region. After the conclusion of the main data collection exercise, the primary data obtained was cleaned and organized in preparation for analysis. Data cleansing was carried out to check for completeness. Descriptive analytical tools involving the employment of mean and standard deviation were used in describing the perceptions of the respondents concerning the product quality, product utility, perceived price, expectations and purchase intentions of mobile phones. A binomial logistic regression was employed to ascertain if product perception and utility, perceived quality and user experience, perceived price and consumer expectations significantly accounts for the variability either in a positive or negative way on the purchase intention of the mobile phones. The regression model was appropriate for this study since our dependent variable was on a dichotomous scale (Willing to buy in the near future = 1” and “Not willing to buy the phone in the near future = 0”).

The following binomial logistic regression model is proposed;

$$Y = \text{Log} \left[ \frac{P}{1-P} \right] = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Whereby;  $\beta_0$  = the constant term

$X_1, X_2, X_3$  and  $X_4$  = denotes the independent variables representing product perception, price perception, perceived quality and expectations perception

$\beta_1, \beta_2, \beta_3$  and  $\beta_4$  = represents the regression coefficients of product perception, price perception, perceived quality and expectations perception predicting the purchase intention

$Y$  = is the outcome variable presented by the following logit function Log

$\left[ \frac{P}{1-P} \right]$

P-1

Whereby  $P$  is the probability of the event that  $Y = 1$

## **5. Presentation of Findings and Discussions**

### **5.1 Response Rate and Demographic Findings**

During the main data collection exercise, the study managed to solicit information from 320 people owing phones in Nairobi County out of the targeted 400. This is considering the fact that the 40 respondents studied during the pilot test just before the main data collection exercise were eliminated from the list of people that the research inquiry was interested to study in order to avoid biasness. The extra 40 respondents refused to participate in the study since most of them felt that their time was being wasted. Their decision was respected. Therefore, the response rate that the study managed to achieve was 80%. This meant that the study only suffered a non-response rate of 20 which was not consequential. Owing to the big response rate that the study managed to achieve, it meant that the research findings could be confidently relied on for interpretation and policy formulation. The demographic results with reference to gender indicated that 50% of the mobile phone users/owners studied were male. While the rest of the 50% were female. Therefore, the information retrieved to address the purpose of the study from the field could be confidently relied on since it provided a gender balanced view of the consumer perception on purchase intention of mobile phones in Nairobi County, Kenya.

In regard to the brand that the mobile users are attached to, it was noted that most of the respondents own and love the Tecno at 46.9% closely followed by the Samsung brand at 31.3%. Only a few of the respondents are attached to Infinix and itel phone brands at 6.3% and 3.1% respectively. Tecno and Samsung phone brands are loved by Kenyan consumers since they are of great quality, they possess consistent battery life longevity and are affordable (Xinhua, 2020). With reference to how long the respondents have been using their phone brands it was noted that most of the respondents have been attached to their phone brands for six to ten years, accounting for 37.5% of the total responses and two to five years accounting for 31.3% of the responses. This shows that most of the mobile consumers in Kenya are usually loyal to the particular phone brands they own. With reference to the sub county of residence, most of the respondents studied came from Embakasi, Njiru, Kasarani and Dagoretti sub counties accounting for 24.7%, 17.8%, 15.6% and 12.5% of the total responses respectively. Since the aforementioned sub counties are the most populous when compared to the rest of other sub counties in Nairobi County. Besides that, Westlands sub county accounted for 6.3% of the total responses while Kibra, Lang'ata, Makadara, Mathare and Starehe sub counties accounted for 3.1% of the total responses respectively.

With respect to the level of education of the respondents it was noted that 50% of the respondents were graduate, 28.1% were diploma holders and 18.8% possessed post graduate education. Only a few of the respondents possessed secondary school education as their highest education level which accounted for 3.1% of the total responses. This means that the information gathered to address how consumer perception impacts purchase intention of mobile phones at Nairobi County in Kenya was sourced from people who are well educated and understands the ongoing issues in the mobile phone industry. Thus, the information obtained by this study can be confidently relied on by the stakeholders who are going to benefit from them.

### **5.2 Descriptive Findings**

The descriptive findings that described the product perception of mobile phone users in Nairobi County, Kenya was presented in Table 1 in the next page. The question items of product

perception contained a Likert scale with 5 points of agreement that was used to statistically describe the product perception of mobile phone users in Nairobi County, Kenya.

**Table 1: Descriptive Findings of the Product Perception of Mobile Phone Users in Nairobi County, Kenya**

No.	Statement	Mean	Standard Deviation
1.	I usually buy my phone since I love the brand when compared to others.	4.401	0.953
2.	The phone features in terms being able to connect to the internet, being able to read documents, play games, listen to radio and capture photos attracts me to buy the phone.	4.398	1.001
3.	The firm that produces the phone has a good brand image.	4.109	1.121
4.	I like a phone's packaging system involving having a touch screen keyboard, having internal memory, having a free charger and earphones.	4.002	0.854
5.	I like my phone brand since it does not possess any health hazard.	3.988	0.946
6.	I am emotionally attached to my phone since it gives me enough freedom as intended.	3.804	1.000
7.	I like my phone since my friends who have previously used it recommended it to me that it is a good product.	3.722	0.952
8.	I am always focused on a phone that is reliable and durable.	3.689	1.101
Overall Mean score		4.014	0.991

**Source: Researcher (2022)**

Conferring from Table 1 above, it was noted that the mobile phone users strongly agreed that they usually buy their phones since they love the brand when compared to others justified by a mean of 4.401. They also strongly agreed that phone features in terms being able to connect to the internet, being able to read documents, play games, listen to radio and capture photos attracts them to buy the phones justified by a mean of 4.398. The findings concurred with Moslehpour et al. (2015) that the product's elements perceived to be attractive or eye-catching to the consumer would make them purchase and maintain loyalty to that product brand. In addition, the respondents strongly agreed that the firms that produces their phones have a good brand image and that they like their phone's packaging system involving having a touch screen keyboard, having internal memory, having a free charger and earphones. This was justified by mean a mean of 4.109 and 4.002 respectively. On the other hand, the respondents agreed that they like their phone brand since it does not possess any health hazard and that they are emotionally attached to their phones since it gives them enough freedom as intended. This was justified by a mean of 3.988 and 3.804 respectively. The findings were congruent with Jones (2019) who posited that a consumer is willing to procure a product if they perceive that it would give them enough freedom to use it as intended.

Besides that, the respondents agreed that they like their phones since their friends who had previously used it recommended it to them that it is a good product. Justified by a mean of 3.722. Finally, they agreed that they are always focused on phones that are reliable and durable (Mean = 3.689; Standard Deviation = 1.101). The findings agreed with Sheth et al. (1991) and Rintamaki et al. (2006) that the value that can be derived from a certain product involving if it is

durable or reliable will make the consumer to purchase and be attached to that particular product.

The descriptive findings that described the price perception of mobile phone users in Nairobi County, Kenya was presented in Table 2 below. The question items of price perception contained a Likert scale with 5 points of agreement that was used to statistically describe the price perception of mobile phone users in Nairobi County, Kenya.

**Table 2: Descriptive Findings of the Price Perception of Mobile Phone Users in Nairobi County, Kenya**

No.	Statement	Mean	Standard Deviation
1.	I love phone brands with competitive prices since they possess enough customer value that is worth the sacrifice.	4.299	0.808
2.	The price of my phone brand is reasonable for shoppers when compared to other brands.	4.187	0.947
3.	The reason I purchase the type of phone that I have is because I really love and value its brand when compared to other brands.	4.000	1.018
4.	I love procuring phones with discounted prices since it is economically fair and I save a lot of money.	3.976	0.964
5.	I perceive that a phone that is cheap is a counterfeit product/lacks some convenient features or is not of a good quality.	3.800	0.909
6.	The price tag of my phone brand though expensive, is very affordable.	3.765	0.806
Overall Mean score		4.005	0.909

**Source: Researcher (2022)**

As noted from Table 2 above, the respondents in general strongly agreed that they love phone brands with competitive prices since they possess enough customer value that is worth the sacrifice. This was justified by a mean of 4.299. The findings concurred with Maia et al. (2019) who observed that consumers in the social-commerce sector are likely to procure and stay loyal to products with competitive prices. Aside from that, the respondents also strongly agreed that the price of their phone brand is reasonable for shoppers when compared to other brands. Justified by a mean of 4.187. Other than that, the respondents strongly agreed that the reason they purchase the type of phone that they have is because they really love and value its brand when compared to other brands. Justified by a mean of 4.000. Besides that, the respondents agreed that they love procuring phones with discounted prices since it is economically fair and it helps them to save a lot of money. Justified by a mean of 3.976. The findings corresponded with Mirza and Ali (2017) together with Heda et al. (2017) that the provision of discounted prices would make the customers perceive the price of the product to be fair thus making them to intend purchasing the product. On the other hand, most of the respondents perceive that a phone that is cheap is a counterfeit product/lacks some convenient features or is not of a good quality. This was justified by a mean of 3.800. Finally, the respondents agreed that the price tag of their phone brand though expensive, is very affordable. This was justified by a mean of 3.765.

The descriptive findings that described the perceived quality of mobile phone users in Nairobi County, Kenya was presented in Table 3 in the next page. The question items of perceived quality contained a Likert scale with 5 points of agreement that was used to statistically describe the perceived quality of mobile phone users in Nairobi County, Kenya.

**Table 3: Descriptive Findings of the Perceived Quality of Mobile Phone Users in Nairobi County, Kenya**

No.	Statement	Mean	Standard Deviation
1.	I love my phone since the firm that produces it is known to offer quality products.	4.260	0.877
2.	I love my phone since it has a battery that has a long life span.	4.260	0.877
3.	I love my phone since I can use it for many years without it breaking down.	4.123	1.056
4.	My phone brand is generally efficient and effective in terms of performance.	4.092	1.032
5.	My phone's operating features matches its established standards.	3.876	0.911
6.	My phone brand is highly responsive to the commands I offer it to execute.	3.876	0.911
7.	I love my phone brand since it is convenient and consistent.	3.520	1.024
8.	My phone brand is of great quality owing to the experience I have with it together with the knowledge and experience of my product referrals.	3.501	0.861
Overall Mean score		3.939	0.944

**Source: Researcher (2022)**

As provided in Table 3 above, the research findings revealed that mobile phone buyers in Nairobi County, Kenya love their phones since the firms that produces them are known to offer quality products. This was justified by a mean of 4.260. The results were congruent with the findings observed by Aqeel et al. (2012), Tariq et al. (2013) and Li (2017) that quality products makes people to love them and be able to purchase them in future. The findings also noted that phone consumers love their phones since they have a battery that can last for a very long time. This was justified by a mean of 4.260. The findings concurred with Saleem et al. (2015) that durability as an aspect of perceived quality would increase the chances of a person buying a particular product. Moreover, the results observed that phone consumers in Nairobi County, Kenya love their phones since they can use them for many years without breaking down. This was justified by a mean of 4.123. The respondents strongly agreed that their phone brands are generally efficient and effective in terms of performance. This was justified by a mean of 4.092. On the flipside, the respondents agreed that their phones' operating features matches their established standards and that their phone brands are highly responsive to the commands that they offer them to execute. This was justified by a mean of 3.876. The descriptive findings also observed that, the mobile phone buyers in Nairobi County, Kenya that they love their phone brands since they are convenient and consistent. This was justified by a mean of 3.520. Finally, the results noted that the respondents agreed that their phone brands are of great quality owing to the experience they have with them together with the knowledge they derived from the people who referred them to those products. This was justified by a mean of 3.501.

The descriptive findings that described the expectations perception of mobile phone users in Nairobi County, Kenya was presented in Table 4 in the next page. The question items of expectations perception contained a Likert scale with 5 points of agreement that was used to statistically describe the expectations perception of mobile phone users in Nairobi County, Kenya.



**Table 4: Descriptive Findings of the Expectations Perception of Mobile Phone Users in Nairobi County, Kenya**

No.	Statement	Mean	Standard Deviation
1.	I buy a phone product I am familiar with in terms of past experience with it because I know it will not fail me.	4.404	0.905
2.	I buy a particular phone brand after learning it through advertisement, thus I expect it will perform well.	4.239	1.018
3.	I buy a phone product with a high value because I trust that it will be effective and efficient.	3.865	0.911
4.	I buy a phone product with low risk since I know it will not disappoint me.	3.755	0.868
Overall Score		4.066	0.926

**Source: Researcher (2021)**

As provided in Table 4 above, the research findings revealed that mobile phone buyers in Nairobi County, Kenya buy phone products that they are familiar with in terms of past experience with it because they know it would not fail them. This was justified by a mean of 4.404. The respondents strongly agreed that they buy a particular phone brand after learning it through advertisement, thus expecting that it will perform well. This was justified by a mean of 4.239. The findings were in line with the outcomes of Jaafar et al. (2012) and Siddiqui (2014) who noted that advertisements plays an important role in making a person to buy that particular product that is advertised. Contrariwise, the mobile phone buyers agreed that they buy a phone product with a high value because they trust that it will be effective and efficient. This was justified by a mean of 3.865. They also agreed that they buy a phone product with low risk since they know it will not disappoint them. This was justified by a mean of 3.755.

The descriptive findings that described the purchase intention of mobile phone users in Nairobi County, Kenya was presented in Table 5 below.

**Table 5: Descriptive Findings of the Purchase Intention of Mobile Phone Users in Nairobi County, Kenya**

No.	Purchase Intention	Frequency	Percentage
1.	Willing to buy in the near future	240	75%
2.	Not willing to buy the phone in the near future	40	25%
Total		320	100%

**Source: Researcher (2022)**

As provided in Table 5 above, the findings observed that 75% of the respondents studied are willing to buy the phone brands that they are owning in the near future. This is in contrast to the 25% who indicated that they are not willing to buy the phone brands that they are currently owning in the near future. This could indicate that the mobile phone buyers in Nairobi County, Kenya had a good perception about the phone brands that they owning and are loyal to those particular brands.

### 5.3 Regression Analysis Findings

Binomial logistic regression model was used to establish how consumer perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. The outcomes of the analysis are actually displayed in Tables 6, 7, 8 and 9 respectively. The interpretations of the regression results are guided by sources reviewed from Crowson (2018), Bartlett (2014) and Laerd Statistics (2018). The first outcomes of the analysis involved the model summary results that are presented in Table 6 below.

**Table 6: Model Summary Results**

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	124.088 <sup>a</sup>	0.290	0.380

a. Estimation terminated at iteration number 5 because parameter estimates changes by less than .001.

**Source: Researcher (2022)**

The results as portrayed in Table 6 above, the values of the Cox & Snell R Square together with the Nagelkerke R Square that were 0.290 and 0.380 respectively showed that the variance caused on the purchase intention of mobile phones at Nairobi County in Kenya ranged between 29% and 38%. Though according to Laerd Statistics (2018), the Nagelkerke R Square value is the one that should be relied on since Cox & Snell R Square is not able to produce a figure of 1. Therefore, it can be interpreted that the binomial logistic regression model was able to explain 38% variability on the purchase intention of mobile phones at Nairobi County in Kenya. To establish if the model possessed goodness of fit, the Hosmer and Lemeshow test was conducted and the outcomes subsequently presented in Table 7 below.

**Table 7: The Hosmer and Lemeshow Test Results**

Hosmer and Lemeshow Test			
Step	Chi-square	df	Sig.
1	6.1345	4	0.5109

**Source: Researcher (2022)**

Absence of poor fit in the model is declared when the p-value of the test is greater than 0.05. Conferring from Table 7 above, the test posted a Chi-square value of 6.1345 which was relatively small and a p-value of 0.5109 which was greater than 0.05. This meant that there was absence of poor fit in the model which is a good indication because it can be established that the model was actually precisely and appropriately specified. Table 8 presented below is the classification table that displays the probability of the purchase intention to be classified as occurring only if it is equal or greater than 0.5 (Laerd Statistics, 2018).

Classification Table <sup>a</sup>					
	Observed		Predicted		Percentage Correct
			Purchase Intention		
			Not Willing	Willing	
Step 1	Purchase Intention	Not Willing	37	43	46.3
		Willing	61	179	74.6
	Overall Percentage				67.5

a. The cut value is .500

**Table 8: Classification Table for Category Prediction**  
**Source: Researcher (2022)**

As it can be noted from Table 8 in the previous page, the total cases that were observed with respect to respondents who had indicated that they were not willing to purchase mobile phones in the future was 80 (37 + 43) out of which 37 cases were accurately predicted. This denoted an accuracy rate of 46.3%. Which simply meant that the cases were equal or above the probability rate of 0.5. Besides that, 240 (61 + 179) observed cases denoted respondents who had indicated that they were willing to purchase mobile phones in the future, out of which 179 cases were accurately predicted. This denoted an accuracy rate of 74.6%. Which is pretty good. The results simply meant that the cases were equal or above the probability rate of 0.5. Finally, the overall accuracy rate of observations correctly predicted was 67.5% which denotes a pretty good classification rate. Table 9 below presents how each consumer perception variable impacts the purchase intention of mobile phones at Nairobi County in Kenya.

**Table 9: Variables in the Equation**

Variables in the Equation						
		B	S.E.	Wald	df	Sig.
Step 1 <sup>a</sup>	Product Perception	0.379	0.060	5.042	1	0.004
	Price Perception	0.202	0.079	3.866	1	0.009
	Perceived Quality	0.231	0.087	3.888	1	0.008
	Expectations Perception	0.099	0.055	1.809	1	0.049
	Constant	-1.943	0.409	4.334	1	0.032

a. Variables entered on step 1: Product Perception, Price Perception, Perceived Quality, Expectations Perception

**Source: Researcher (2022)**

The coefficients of the variables presented in Table 9 above was used to develop the regression model below;

$$Y = \text{Log} \left[ \frac{P}{1-P} \right] = -1.943 + 0.379X_1 + 0.202X_2 + 0.231X_3 + 0.099X_4$$

Whereby;

$X_1, X_2, X_3$  and  $X_4$  = denotes the independent variables representing product perception, price perception, perceived quality and expectations perception.

$Y$  = Purchase intention of mobile phones

The Beta (B) figure of product perception in Table 9 was used to address the first specific objective of the study that sought to investigate how product perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. As it can be seen in Table 9, the Beta

figure of product perception was 0.379. This meant that a unit increase of product perception was associated with 37.9% likelihood of the respondents intending to purchase mobile phones at Nairobi County in Kenya. Which is actually statistically significant ( $p$ -value = 0.004<0.05). This in essence can be comprehended that product perception indeed significantly enhance the purchase intention of mobile phones at Nairobi County in Kenya. Product perception involving the love of a particular brand, being attracted by certain phone features such as internet connection and its packaging system motivates a person to purchase a particular mobile phone. The findings of the study were congruent with Wang and Tsai (2014) who had observed that brand image involving favorable brand features triggers the willingness of the consumer to procure the product. Consequently, the uniqueness of the product's features in relation to its design, image, price, reliability etc. that conforms to the needs of the customers in terms of value addition would make them have the interest in procuring that product (Abbott et al., 2009). The outcomes of this study were also in agreement with Moslehpour (2015) who unraveled that the bakery product's elements perceived to be attractive to the consumer will significantly boost his or her chance of purchasing the product. The findings of this research inquiry also coincided with the outcomes of Younus et al. (2015) who revealed that product packaging strongly boosts the purchase intentions of the consumers. A customer's feelings are tagged on the packaging and design of the product (Fung et al., 2004). The Beta (B) figure of price perception in Table 9 was used to address the second specific objective of the study that sought to establish how price perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. As it can be seen in Table 9, the Beta figure of price perception was 0.202. This meant that a unit increase of price perception was associated with 20.2% likelihood of the respondents intending to purchase mobile phones at Nairobi County in Kenya. Which is actually statistically significant ( $p$ -value = 0.009<0.05). This in essence can be comprehended that price perception indeed significantly enhances the purchase intention of mobile phones at Nairobi County in Kenya. Competitive prices of phone brand that are reasonable for shoppers are perceived to be valuable and not fake, thus, triggers someone to purchase the phone brand. The findings concurred with Chiang and Jang (2008) that the price perception of online hotel bookings are competitive and have a high consumer value, thus, making the potential customers to be more likely to purchase the hotel services. Though the findings of the study conflicted with Mirabi et al. (2015) who based on the research conducted in Tehran, noticed that the price perception does not bear any considerable effect of consumer's purchase intention of Bono brand tiles.

The Beta (B) figure of perceived quality in Table 9 was used to address the third specific objective of the study that sought to determine how perceived quality impacts the purchase intention of mobile phones at Nairobi County in Kenya. As it can be seen in Table 9, the Beta figure of perceived quality was 0.231. This meant that a unit increase of perceived quality was associated with 23.1% likelihood of the respondents intending to purchase mobile phones at Nairobi County in Kenya. Which is actually statistically significant ( $p$ -value = 0.008<0.05). This in essence can be comprehended that perceived quality indeed significantly enhances the purchase intention of mobile phones at Nairobi County in Kenya. The research results means that perceived quality in terms of the phone product having a battery with a long life span, not easily breaking down, operating features matching with the established standards, being convenient and consistent boosts the purchase intention of mobile phone users in Nairobi County, Kenya. The results of the research inquiry was in line with Mirza and Ali (2017) who noticed that perceived quality involving the service quality offered by the restaurants and coffee houses significantly enhances the purchase intention of the customers. The research results also aligned with Li (2017) together with Wang and Tsai (2014) who observed that the perceived quality of products in the sports, tourism and mutual fund industries boosts the purchase intention of consumers. A

good experience derived from a product due to its quality would make the consumer not only to plan buying the product again in the future but refer it to other people to purchase (Jarvala, 1998).

On the other hand, if they have a bad experience about the product in terms of its quality, the customer would develop a bad attitude towards the brand and would be discouraged from procuring it in the future (Jarvala, 1998). The Beta (B) figure of expectations perception in Table 9 was used to address the fourth specific objective of the study that sought to examine how expectations perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. As it can be seen in Table 9, the Beta figure of expectations perception was 0.099. This meant that a unit increase of expectations perception was associated with 9.9% likelihood of the respondents intending to purchase mobile phones at Nairobi County in Kenya. Which is actually statistically significant ( $p$ -value =  $0.049 < 0.05$ ). This in essence can be comprehended that expectations perception indeed significantly enhances the purchase intention of mobile phones at Nairobi County in Kenya. The research outcomes meant that a mobile phone user can only be willing to purchase a phone when he or she is familiar with it in terms of past experience with it. Besides that, a phone product's probability to be purchased could only occur if a consumer learns about it through advertisement and expects it to perform well as advertised. The findings of the study coincided with the observations made by Jaafar et al. (2012) that consumers are much willing to buy products that they are familiar with since they expect the products to function in a similar way as the previous products they already bought did.

The findings were also congruent with the outcomes of Siddiqui (2014) together with Hemamalini and Kurup (2014) that a customer can be willing to purchase a product that he or she has seen in a television advertisement since they expect and trust that the product will offer the benefits as portrayed in the advertisement (Hemamalini & Kurup, 2014). The findings of the study agreed with the proposition of the dissonance theory that consumers buys and experiences a certain product due to high expectations about the product based on past experience with the product or after being convinced by a television advertisement (Yi, 1990; Siddiqui, 2014).

## **6. Conclusions**

The first conclusion that can be made in line with the first specific objective that sought to investigate how product perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. Is that, product perception momentarily enhances the purchase intention of mobile phones at Nairobi County in Kenya. Therefore, product perception involving the love of a particular brand, being attracted by certain phone features such as internet connection and its packaging system motivates a person to purchase a particular mobile phone. The second conclusion that can be made in line with the second specific objective that sought to establish how price perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. Is that, price perception considerably enhances the purchase intention of mobile phones at Nairobi County in Kenya. Thus, competitive prices of phone brand that are reasonable for shoppers are perceived to be valuable and not fake, thus, eliciting someone to purchase the phone brand. The third conclusion that can be made in line with the third specific objective that sought to determine how perceived quality impacts the purchase intention of mobile phones at Nairobi County in Kenya. Is that, perceived quality positively impacts the purchase intention of mobile phones at Nairobi County in Kenya, in a significant manner.

As a consequence, perceived quality in terms of the phone product having a battery with a long life span, not easily breaking down, operating features matching with the established standards,

being convenient and consistent boosts the purchase intention of mobile phone users in Nairobi County, Kenya. The final conclusion that can be made in line with the fourth specific objective that sought to examine how expectations perception impacts the purchase intention of mobile phones at Nairobi County in Kenya. Is that, expectations perception considerably improves the purchase intention of mobile phones at Nairobi County in Kenya. Thus, the familiarity of the product on the consumer's mind based on his or her past history usage of it or familiarity through advertisement will boost the likelihood of the consumer to purchase the product in future.

## **7. Recommendations**

The study proposes for the top management of mobile phone companies and policy formulators in the regulatory bodies to conceive guidelines that will ensure phones being produced have the latest captivating features, long battery lifespan at competitive prices. Because these aspects will woe the customers to buy the mobile phones. Moreover, they should conceive policies that encourages the consistent offer of discounted prices on phones that are costly due to their value in order to create the perception of saving some money in the minds of the customers. Since it would make them be will to procure the phone products. Other areas of interest that future researchers can conduct their studies are automobile and the hotel industries in Kenya with reference to establishing if the four consumer perception aspects can influence the purchase intention of the consumers on the products and services offered by the aforementioned industries. It will be interesting to note which of the four consumer perception aspects really influences or does not influence the purchase intention of the consumers in those sectors. So that when policies are made, focus will be paid to only those aspects that boosts the purchase intention of the products and services in those sectors. Future studies should consider employing interview guides and focused group discussions in order to obtain a clear comprehensive picture of the relationship between consumer perception and purchase intention. Moreover, future studies might consider assessing if demographic characteristics such age, gender, social class and background education controls or moderates the relationship between consumer perception and purchase intention.

This study added to the research body through the enlightenment that indeed all the four consumer perception aspects, namely, product perception, price perception, perceived quality and expectations perception plays a considerable role in increasing the likelihood of consumers to purchase mobiles phones in Nairobi County, Kenya.

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