



## Exploring Gender Differences on Attitude and Purchasing Intentions of Smartphone Brands

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**Abstract:** Understanding consumer behaviour is necessary for successful marketing of any product. Understanding gender differences on attitude and purchasing intention is vital in providing customised and targeted marketing. The purpose of this study was therefore to explore gender differences on attitude and purchasing intentions of smartphone brands among Generation Y students. This study used a quantitative research method. Data were collected using a self-administrated questionnaire and a cross-tabulation analysis was used. The Pearson Chi-square, Cramer's V and the Contingency coefficient values were computed to determine the significance and strength of the relationship. The results suggest that female Generation Y students have more favourable attitudes and behavioural intention toward smartphones compared to male. The implications of the findings of the study are that smartphone manufacturers need to design customised product and marketing materials based on gender differences and inclinations. Due to contradicting finding with existing literature, it is suggested that more studies need to be conducted before a conclusion is made on the subject.

**Keywords:** smartphone; attitude; purchasing intentions; gender

**JEL Classification:** M3; M30; M31

### 1. Introduction

The global smartphone industry is massive and is growing very fast (Khandelwal, 2019). It is a profitable industry. This is because smartphones have become a necessity in our daily lives (Wong, 2019, p. 78). A smartphone can be defined as an advanced cell phone that has more abilities, and that is equipped with personal computer (PC) functionalities (Lee et al., 2010, p. 155). In other words, a smartphone

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is a multifunctional device that performs a number of tasks such as emailing, direction guide, capturing photos other than olden days' phones that were made for calling and receiving calls (Bringula et al., 2018, pp. 1-2).

There are certain smartphones which are well known and are identified as key players in the market, namely: Apple, Huawei and Samsung just to name a few. Several studies have been conducted regarding smartphones among customers. The studies confirm that smartphones have changed the way individuals live their lives because they have changed the way we interact with each other. Smartphones offer customers a wide variety of functions, such as online purchases (Wong, 2019, p. 78). For example, a person can do any form of transaction such as bill payment without visiting a physical shop or a bank (Liu & Liang, 2014, p. 339); consumers can read books using their smartphone without carrying a book (Martins et al., 2017, p. 379).

Several studies have been undertaken to investigate what influences consumers when they decide on buying smartphone brands. According to Liu and Liang (2014, p. 343), consumers make decisions pertaining to a certain brand based on model, price and exterior design. Similarly, Lay-Yee *et al.* (2013, pp. 2437-2438) report that customers consider product feature, convenience, brand name, dependency, social influence and price when they select and buy a brand of their choice. Identifying the factors/features that influence consumer behaviour and demand is beyond the scope of this study. This study focuses on identifying differences in attitude and purchasing intentions of smartphone brands among Generation Y male and female students.

Understanding consumer attitude and purchasing intention is crucial for marketers of any product. Few studies have attempted to investigate consumer attitude and purchasing intentions of smartphones. The studies that investigated consumer attitude on smartphone include Muhanna and Abu-Al-Sha'r (2009), Nekomahmud et al. (2017) and purchasing intention of smartphones (Dhevika et al., 2017; Rahim et al., 2016; Qun et al., 2012; Jin, 2011; Wong, 2019; Bringula et al., 2018; Isobor et al., 2018). Nekomahmud et al. (2017) conducted a study investigating gender difference towards consumer attitudes and found that there is gender difference in attitude towards their smartphones. Similarly, Muhanna and Abu-Al-Sha'r (2009, p. 37) conducted a study on gender differences on smartphones among university students and revealed that there are gender differences.

Several studies have also focused on purchasing intentions; however, only a few studies (Dhevika & Aishwarya, 2017; Jin, 2011) tested gender differences. Dhevika and Aishwarya (2017, p. 2) conducted a study investigating the purchasing intention of smartphones, and their results showed that there were no gender differences in purchasing intentions of smartphones. Jin (2011, p. 36) conducted a study on gender differences on the purchasing intention of smartphones, and the results indicated that there were indeed gender differences regarding the purchasing intention of smartphones.

It is essential for every marketer to understand the attitude of consumers toward the uses of smartphones in order to provide the product and solution (Khatun et al., 2017, p. 31). This is because consumers who show positive attitude towards a product help businesses to increase their sales and market share. In other words, proper understanding of consumer attitude towards smartphone brands will assist the business to keep existing customers and attract new ones. Trivedi and Raval (2016) highlighted that smartphone marketers should discover strategies of studying consumer purchase intentions, which will boost up selling of smartphone and generate huge amounts of money in the future. Smartphone manufactures and marketers are often advised to understand customer attitude and purchasing intention regarding their smartphone brands. Furthermore, smartphone marketers need to recognise that gender may have an influence in shaping attitude and purchasing intentions of consumers.

As such, this article aims to explore gender differences in attitude and purchasing intentions of smartphone brands among Generation Y students in the South African market. Full application of theory of planned behaviour is beyond the scope of this article. The key research question that will guide this study is formulated as follows: Is there a difference in attitude and purchasing intentions of smartphone brands among Generation Y male and female students?

## **2. Literature Review**

### **2.1. Consumer Attitude**

An attitude is an expression of favourable or unfavourable evaluation toward something (Nekmahmud, 2017, p. 207; Delafrooz *et al.*, 2019, p. 5). This notion derives from the concept of theory of planned theory by Icek Ajzen (1991). Attitude toward behaviour refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour (1991). Equally so, consumers could have favourable or unfavourable attitudes after the usage of their smartphone brands.

Khatun *et al.* (2017:44) examined consumers' attitudes towards the usage of smartphone and claimed that consumers have a favourable attitude toward a smartphone phone usage. Furthermore, Khatun *et al.* (2017, p. 44) advised that companies should emphasise developing functional capabilities, improved power supply systems and lowering down price of the smartphone in order to create more favourable attitudes towards the usage of smartphone. Similarly, Ghorban (2012, p. 34) emphasised that in order to build a positive attitude among customers, companies must deliver smartphone brands that create customer satisfaction. With respect to smartphones, maintaining positive attitude has been found crucial to attracting new customers and retaining existing ones (Nekmahmud, 2017, p. 207).

Gender differences in consumer attitude have been investigated in different fields of study (Mostafa, 2007, p. 225; Heru, 2015, p. 18). Heru (2015, p. 24) conducted a study examining gender differences in consumer attitude to purchase organic products. The study revealed that there is a difference of attitude to buy organic food between males and females. The study found that female consumers tend to pay more attention to health and environment when buying organic food. Similarly, Mostafa (2007, p. 225) investigated gender differences in consumer attitude towards green purchase and the results indicated that there is a difference between men and women's overall green purchases. Males were found to have more positive attitudes towards green purchasing than women do (Mostafa, 2007, p. 225).

According to the study of Nekomahmud *et al.* (2017, p. 219), gender can influence attitudes toward the usage of smartphone. In other words, consumer attitude differs among consumers as per gender differences. Findings from the study conducted by Nekomahmud *et al.* (2017, p. 219) revealed that more males prefer better service than females, while more females believed that the camera is the most important feature in a smartphone compared to males. Similarly, Muhanna and Abu-Al-Sha'r (2009:37) conducted a study to investigate university students' attitudes towards smartphone usage in university learning environments. Their findings indicated that male students were more interested in using smartphones in their university learning environment than their female counterparts. In this paper, we will explore gender differences in attitude towards smartphones among South African Generation Y students.

## 2.2. Purchasing Intentions

Purchase intention can be described as the extent of consumer willingness to buy a product. In simple terms, if purchase intentions are high, consumer willingness is high to buy a product or service (Trivedi & Raval, 2016, p. 737). Purchase intention can be defined as consumers' future intent to buy particular goods and services within a short time (Zahid & Zastane, 2016, p. 73), and this intention is developed by consumers through consumer perceived quality, perceived price, social influence and brand awareness (Jibril *et al.*, 2019, p. 5).

There are numerous choices of smartphone brands available in the market in order to satisfy customers' needs and wants (Rahim, 2016). As indicated earlier, smartphones provide consumers with a variety of functions such as instant communication, online purchases and social media (Wong, 2019, p. 78), and consumers' purchasing decisions are made for various such various reasons (Rahim, 2016, p. 47). Bringula *et al.* (2018, p. 1) emphasised that smartphones provide a means of sending text messages, capturing photos and browsing the internet. Clearly, purchasing intentions of smartphones are based on what the smartphone brand can offer to consumers. According to Rahim (2016, p. 47), consumers have different

tastes and preferences. Indeed, male and female customers pose different tastes and preferences. Therefore, it is important to investigate gender differences regarding smartphones brands.

The literature records some studies that investigated gender differences in consumer purchasing intentions in diverse fields (Heru, 2015, p. 24; Wee *et al.*, 2014, p. 391). The results from the study of Heru (2015) confirmed that there are gender differences in consumer purchasing intention of organic food after the investigation. In the study, it was found that female consumers tend to pay more attention to health and environment when purchasing organic food. Similarly, Wee *et al.* (2014, p. 391) conducted a study on consumer purchasing intentions regarding purchasing organic food. The results proved that there are gender differences between males and females in purchasing organic food. Consequently, women tend to be more aware of organic food issues compared to men.

Several studies have been conducted to investigate consumer purchasing intentions (Dhevika *et al.*, 2017; Rahim *et al.*, 2016; Qun *et al.*, 2012; Jin, 2011; Wong, 2019; Bringula *et al.*, 2018; Isobor *et al.*, 2018). Only a few of these studies (Dhevika & Aishwarya, 2017; Jin, 2011) explored gender differences in purchasing intentions of smartphones. Dhevika and Aishwarya (2017:4) found that there were no gender differences regarding purchasing intention of smartphone brands. However, the study of Jin (2011:36) found that indeed there are gender differences in the purchasing intention of smartphones, and the results indicated that male consumers have higher influence on smartphone users in their earlier and later stage purchasing intention of smartphone than their female counterparts. Furthermore, the study found that male consumers have higher informational influence for purchasing intentions on smartphone users, while females have higher value expression influence for purchasing intentions of smartphone users.

### **2.3. Gender Differences**

Differences in gender are considered to be a critical determinant of product evaluations (Jin *et al.*, 2013, p. 685). Therefore, it is important to investigate gender differences among customers related to product preferences. The literature reproduces inconsistent results of studies regarding gender differences in attitude and intention (Heru, 2015, p. 20). The study of Nekomahmud *et al.* (2017, p. 218) investigated Generation Y students' attitude toward the use of smartphones, and discovered that there was a difference between male and female attitude towards their usage of smartphone; while Dhevika and Aishwarya (2017, p. 2) conducted a study investigating factors influencing purchasing intention of smartphone and the results revealed that there were no differences between males and females in purchasing intentions. The present study aims to contribute to a better understanding of consumer behaviour by exploring gender differences in attitude and purchasing

intentions of smartphones brands among Generation Y students within the South African context.

### **3. Research Methodology**

The study adopted a descriptive research design and quantitative research method in order to achieve its research objectives. Convenience sampling, an example of non-probability sampling was used during the data collection process.

#### **3.1. Participants**

In this research, Generation Y university students were the targeted population of the study. The participants of the research were students registered at two South African public higher education institutions; one labelled a university of technology, and the other labelled a traditional university.

Data were collected by means of a self-administered questionnaire. Data of this study were collected during May 2018 from the Free State (Mangaung region) and Gauteng (Sedibeng region) in South Africa. Questionnaires amounting to 275 were completed, and this sample is deemed sufficient for the type of analysis required in this study (Blanche *et al.*, 2006, p. 139; Malhotra, 2010, p. 377). Like any other South African study, the study had participants who belonged to four main ethnic groups (black, white, Indian and coloured). There were more female participants (61.6%; N=170) than male participants (38.4%; N=106) in the study. However, this does not influence the outcome of the study since the numbers of the research participants of both genders are large enough to conduct an analysis of this nature.

#### **3.2. Research Instrument**

The questionnaire used in this research comprised two sections (Section A and B). Section A comprised demographic information of the participants, while Section B included items in the form of questions to be rated using a Likert scale (1-7) anchored 1=strongly disagree and 7=strongly agree. Items used in the scale of the study in capturing the responses of Generation Y students were adapted from the previously validated scales. The attitudes construct comprised four items while the intention construct had three items.

### 3.3. Data Analysis

The study employed descriptive statistics. Specifically, a cross-tabulation analysis was used to explore gender differences on attitude and purchasing intentions of smartphone brands among Generation Y students. The Pearson Chi-square was calculated in order to determine the level of the significance, while Cramer's V and the Contingency coefficient values were used to determine the strength of the relationship. The statistical program IBM SPSS version 25 for Microsoft Windows was employed to analyse the collected data.

## 4. Results and Discussion

### 4.1. Attitude toward Buying a Smartphone

Table 1 provides a cross-tabulation of gender and attitude toward behaviour; behaviour toward buying a smartphone. The attitude toward behaviour construct comprised four items and the results are presented per item in order to provide detailed analysis and perspective.

#### *ATB1: Buying a smartphone is good idea*

As illustrated in Table 1, a greater proportion of the research respondents who thought buying a smartphone is a good idea are female. About 64% of the female respondents suggested strong agreement, 64% (agreement) and 59% (slight agreement) to buying smartphone of being a good idea compared to 36% of the male respondents who indicated strong agreement, 36 (agreement and 41 (slight agreement).

#### *ATB2: Buying a smartphone is wise idea*

A similar response was recorded with respect to buying a smartphone being a wise idea. About 63% (strong agreement), 62% (agreement) and 48% (slight agreement) were recorded by female respondents compared to about 37% (strong agreement), 52% (agreement) and 48% (slight agreement) by male respondents.

#### *ATB3: Buying a smartphone is an idea I like*

More female respondents also thought buying a smartphone is an idea they like suggesting more favourable attitude toward smartphone than their male counterparts. Approximately 62% (strong agreement), 64% (agreement) and 54% (slight agreement) were recorded by female respondents compared to about 38% (strong agreement), 38% (agreement) and 36% (slight agreement) by male respondents.

#### *ATB4: Buying a smartphone would be a pleasant experience*

Once again, a greater proportion of the female respondents indicated that buying a smartphone would be a pleasant experience compared to the male respondents.

Approximately 59% of the female respondents strongly agreed, 72% agreed and 53% slightly agreed to buying a smartphone being a pleasant experience while about 41% of the male respondents strongly agreed, 28% agreed and 47% slightly agreed.

**Table 1. Attitude toward Buying a Smartphone**

ATB1: Buying a smartphone is good idea									
		1	2	3	4	5	6	7	Total
Male	Count	2	1	4	9	9	23	58	106
	% within gender	1,9%	0,9%	3,8%	8,5%	8,5%	21,7%	54,7%	100,0%
	% within ATB1	50,0%	100,0%	57,1%	60,0%	40,9%	35,9%	35,6%	38,4%
Female	Count	2	0	3	6	13	41	105	170
	% within Gender	1,2%	0,0%	1,8%	3,5%	7,6%	24,1%	61,8%	100,0%
	% within ATB1	50,0%	0,0%	42,9%	40,0%	59,1%	64,1%	64,4%	61,6%
ATB2: Buying a smartphone is wise idea									
		1	2	3	4	5	6	7	Total
Male	Count	2	1	2	5	12	25	59	106
	% within gender	1,9%	0,9%	1,9%	4,7%	11,3%	23,6%	55,7%	100,0%
	% within ATB2	66,7%	33,3%	66,7%	26,3%	52,2%	37,9%	37,1%	38,4%
Female	Count	1	2	1	14	11	41	100	170
	% within Gender	0,6%	1,2%	0,6%	8,2%	6,5%	24,1%	58,8%	100,0%
	% within ATB2	33,3%	66,7%	33,3%	73,7%	47,8%	62,1%	62,9%	61,6%
ATB3: Buying a smartphone is an idea I like									
		1	2	3	4	5	6	7	Total
Male	Count	1	1	3	7	16	25	53	106
	% within gender	0,9%	0,9%	2,8%	6,6%	15,1%	23,6%	50,0%	100,0%
	% within ATB3	33,3%	33,3%	50,0%	31,8%	45,7%	36,2%	38,4%	38,4%



Female	Count	2	2	3	15	19	44	85	170
	% within gender	1,2%	1,2%	1,8%	8,8%	11,2%	25,9%	50,0%	100,0%
	% within ATB3	66,7%	66,7%	50,0%	68,2%	54,3%	63,8%	61,6%	61,6%
<b>ATB4: Buying a smartphone would be a pleasant experience</b>									
		1	2	3	4	5	6	7	Total
Male	Count	0	0	0	11	17	19	59	106
	% within gender	0,0%	0,0%	0,0%	10,4%	16,0%	17,9%	55,7%	100,0%
	% within ATB4	0,0%	0,0%	0,0%	50,0%	47,2%	27,9%	40,7%	38,4%
Female	Count	1	2	2	11	19	49	86	170
	% within gender	0,6%	1,2%	1,2%	6,5%	11,2%	28,8%	50,6%	100,0%
	% within ATB4	100,0%	100,0%	100,0%	50,0%	52,8%	72,1%	59,3%	61,6%

#### 4.1.1. Overall attitude toward smartphones

Table 2 reports a summary of the four items that made the attitude construct. Due to space limitation, only the agreement (slight agreement, agreement and strong agreement) part of the survey is presented. Bear in mind that the Likert scale was anchored 1=strong disagreement and 7=strong agreement. Of the 106 male respondents, about 86% recorded agreement, while approximately 90% of female respondents (of the 170) recorded agreement, which suggests positive attitude toward smartphones. Furthermore, it is evident from Table 2 that about 59% of the female respondents recorded strong agreement, 88% (agreement) and 75% (slight agreement) indicating positive attitude towards smartphones compared to 41% of the male respondents who indicated strong agreement, 12% (agreement) and 25% (slight agreement). The Pearson Chi-square results were significant at  $p < 0.05$  level of statistical significance and in terms of strength the Cramer's V and Contingency coefficient values ranged between 0.25 and 0.35 suggest a moderate strength. The finding of this study contradicts the finding of Muhanna and Abu-Al-Sha'r (2009, p. 37) where males' students were found with favourable attitude towards smartphones compared females.

**Table 2. Overall Attitude toward Smartphones**

		5.00	5.25	5.50	5.75	6.00	6.25	6.50	6.75	7.00	Total
Male	Count	5	4	6	3	9	12	4	2	46	106
	% within gender	4,7%	3,8%	5,7%	2,8%	8,5%	11,3%	3,8%	1,9%	43,4%	100,0%
	% within ATB_Tot	45,5%	36,4%	46,2%	33,3%	29,0%	46,2%	25,0%	12,5%	41,4%	38,4%
Female	Count	6	7	7	6	22	14	12	14	65	170
	% within gender	3,5%	4,1%	4,1%	3,5%	12,9%	8,2%	7,1%	8,2%	38,2%	100,0%
	% within ATB_Tot	54,5%	63,6%	53,8%	66,7%	71,0%	53,8%	75,0%	87,5%	58,6%	61,6%
Total	Count	11	11	13	9	31	26	16	16	111	276
	% within gender	4,0%	4,0%	4,7%	3,3%	11,2%	9,4%	5,8%	5,8%	40,2%	100,0%
	% within ATB_Tot	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Based on the individual per item analysis and overall attitude toward smartphones provided above, it is clear that female Generation Y students have more favourable attitudes toward smartphones compared to their male counterparts. In the section below, we explore whether this difference in attitude translates into intentions.

#### 4.2. Behavioural Intention of Buying a Smartphone

Table 3 illustrates the cross-tabulation of gender and behavioural intention; intention to buy a smartphone. The behavioural intention construct comprised three items and the results are presented per item in order to gain more insight and perspective.

*BI1: I intend to use a smartphone in the near future*

As can be seen from Table 3, more female respondents (61%=strong agreement, 64%=agreement, 57%=slight agreement) indicated that they intend to use a smartphone in the near future compared to their male counterparts who indicated 39%=strong agreement, 36%=agreement and 43%=slight agreement.

*BI2: I intend to buy a smartphone in the near future*

In line with their intention to use a smartphone in the near future, more female respondents indicated they intend to buy a smartphone in the near future compared to the male respondents. Approximately 61% of the female respondents strongly

agreed, 70% agreed and 54% slightly agreed to have intentions of buying a smartphone in the near future, while about 39% of the male respondents strongly agreed, 30% agreed and 44% slightly agreed to have such intentions.

*BI3: I intend to replace my current smartphone with new smartphone in the near future*

Furthermore, more female respondents indicated they intend to replace their current smartphone with a new smartphone in the near future compared to their male counterparts. As illustrated in Table 3, more female respondents (61%=strong agreement, 59%=agreement, 69%=slight agreement) indicated they intend to replace their current smartphone with new one in the near future compared to their male counterparts who indicated 39%=strong agreement, 41%=agreement and 31%=slight agreement.

**Table 3. Behavioural Intention of Buying a Smartphone**

<b>BI1: I intend to use a smartphone in the near future</b>									
		1	2	3	4	5	6	7	Total
Male	Count	0	1	1	3	9	19	73	106
	% within gender	0,0%	0,9%	0,9%	2,8%	8,5%	17,9%	68,9%	100,0%
	% within BI1	0,0%	50,0%	33,3%	42,9%	42,9%	35,8%	38,6%	38,4%
Female	Count	1	1	2	4	12	34	116	170
	% within gender	0,6%	0,6%	1,2%	2,4%	7,1%	20,0%	68,2%	100,0%
	% within BI1	100,0%	50,0%	66,7%	57,1%	57,1%	64,2%	61,4%	61,6%
<b>BI2: I intend to buy a smartphone in the near future</b>									
		1	2	3	4	5	6	7	Total
Male	Count	1	1	1	8	6	15	74	106
	% within gender	0,9%	0,9%	0,9%	7,5%	5,7%	14,2%	69,8%	100,0%
	% within BI2	50,0%	50,0%	25,0%	47,1%	46,2%	30,0%	39,4%	38,4%
Female	Count	1	1	3	9	7	35	114	170
	% within gender	0,6%	0,6%	1,8%	5,3%	4,1%	20,6%	67,1%	100,0%

	% within BI2	50,0%	50,0%	75,0%	52,9%	53,8%	70,0%	60,6%	61,6%
<b>BI3: I intend to replace my current smartphone with new smartphone in the near future</b>									
		1	2	3	4	5	6	7	Total
Male	Count	2	1	2	3	8	14	76	106
	% within gender	1,9%	0,9%	1,9%	2,8%	7,5%	13,2%	71,7%	100,0%
	% within BI3	50,0%	50,0%	40,0%	27,3%	30,8%	41,2%	39,2%	38,4%
Female	Count	2	1	3	8	18	20	118	170
	% within gender	1,2%	0,6%	1,8%	4,7%	10,6%	11,8%	69,4%	100,0%
	% within BI3	50,0%	50,0%	60,0%	72,7%	69,2%	58,8%	60,8%	61,6%

#### 4.2.2. Overall Behavioural Intention of Buying a Smartphone

Table 4 reports a summary of the four items that made the behavioural intention construct. Due to space limitation, only the agreement (slight agreement, agreement and strong agreement) part of the survey is presented. The figures in Table 2 report that about 63% of the female respondents recorded strong agreement, 44% (agreement) and 65% (slight agreement) indicating overall positive behavioural intention of buying a smartphone compared to 37% of the male respondents who indicated strong agreement, 56% (agreement) and 35% (slight agreement). Further investigation within gender gives a similar result for both genders. Of the 170 females surveyed, 92.94% responded in agreement to having overall positive behavioural intention of buying a smartphone compared to slightly lower percentage of male respondents (92.45%). The Pearson Chi-square results were significant at  $p < 0.05$  level of statistical significance. However, the Cramer's V and Contingency coefficient values fell below 0.25 suggesting a weak strength. This is in line with the findings of Dhevika and Aishwarya (2017, p. 4), where they found that there were no significant differences between male and female regarding purchasing intention of smartphone brands. This study contradicts the findings of Jin (2011, p. 36), where the results claimed that male students had more favourable behavioural intention of buying a smartphone compared to of the female students.

**Table 4. Overall behavioural Intention of Buying a Smartphone**

		5	5,33	5,66	6	6,33	6,66	7	Total
1	Count	2	4	4	11	9	9	59	106
	% within gender	1,9%	3,8%	3,8%	10,4%	8,5%	8,5%	55,7%	100,0%
	% within ATB_Tot	20,0%	33,3%	50,0%	42,3%	34,6%	56,3%	37,3%	38,4%
2	Count	8	8	4	15	17	7	99	170
	% within gender	4,7%	4,7%	2,4%	8,8%	10,0%	4,1%	58,2%	100,0%
	% within ATB_Tot	80,0%	66,7%	50,0%	57,7%	65,4%	43,8%	62,7%	61,6%
Total	Count	10	12	8	26	26	16	158	276
	% within gender	3,6%	4,3%	2,9%	9,4%	9,4%	5,8%	57,2%	100,0%
	% within ATB_Tot	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

The individual per item analysis and analysis of overall behavioural intention of buying a smartphone provided above suggest that female Generation Y students lead their male counterparts by a small margin in having better behavioural intention of buying a smartphone.

## 5. Conclusion and Recommendations

Understanding consumer behaviour is crucial for the successful marketing of any product. Equally, understanding gender differences on attitude and purchasing intention is vital in providing customised and targeted marketing. The purpose of this study was therefore to explore gender differences on attitude and purchasing intentions of smartphone brands among Generation Y students to enable customised and targeted marketing.

As elucidated above, a greater proportion of the research respondents who thought buying a smartphone was a good and wise idea were females. The result also show that more female respondents thought buying a smartphone is an idea they like, suggesting more favourable attitude toward smartphone than their male counterparts. Furthermore, a greater proportion of the female respondents indicated that buying a smartphone would be a pleasant experience compared to the male respondents. The individual per item analysis and overall attitude toward smartphones provided in this study conclude that female Generation Y students have more favourable attitudes toward smartphones compared to their male counterparts. This positive attitude needs special attention by smartphone manufacturers and marketers alike for customised and targeted marketing. It must be noted that the findings of this study opposes that of Muhanna and Abu-Al-Sha'r (2009:37) where male students were

found with more favourable attitude towards their smartphones brands than female students. This implies that more studies need to be conducted to establish whether gender has an impact in consumer attitudes and purchase intentions of smartphone brands.

In addition, the results of this study indicate that despite its weakness there is statistically significant difference between male and female students with regards to purchasing intentions of smartphones. The findings of the study suggest that female Generation Y students lead their male counterparts by a small margin in having better behavioural intention of buying a smartphone. Female respondents indicated that they intend to use and buy smartphones in the near future compared to their male counterparts. The result is close to the findings of Dhevika and Aishwarya (2017, p. 4), where they found that there were no significant differences between male and female regarding purchasing intension of smartphone brands. Again the finding of this study opposes the findings of Jin (2011, p. 36), where the results indicated that male students were found to have more favourable behavioural intention of buying a smartphone compared to female students. This suggests gender differences may not be the same across countries and cultures. It is important for marketers understand that gender differences will never be the same globally in any subject such as behavioural intention of buying a smartphone.

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