

SMARTPHONE FEATURES THAT AFFECT BUYING PREFERENCES OF STUDENTS

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ABSTRACT

This study veered into the different Smartphone internal features and availability of aftermarket accessories that may influence buying preference of college students. Anchoring the study on Uses and Gratification Theory (UGT) as further articulated Falgoust et al. (2021), it analyzed the different features and capabilities of available smart phones in the market. After market capability like on the go (OTG) feature so that earphone could be conveniently attached highly influence buying preference. Manufacturer-installed features that support active student life like high battery ratings, large storage capability, high-speed processor and larger screen have very high influence on the buying preferences. There is a negligible difference between male and female students on their choice on some specific aftermarket accessories. It is however suggested that accessories should be stylish yet durable enough to withstand frequent use while commuting in public transport. Internal manufacturer-installed features should support programmability to suit mood-changes of young students.

KEYWORDS: *Smartphone, Accessories, Internal Features, Student Preference, Buying Gadgets.*