ANALYSIS OF CONSUMER ATTITUDES AND BEHAVIORS TOWARDS ENTRY LEVEL SMARTPHONE PURCHASE DECISIONS

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Abstract—
This study aims to analyze the priority scale of attributes, consumer attitudes, and behaviors, as well as to formulate effective marketing strategies for entry-level smartphone purchasing decisions. Data were collected from 400 respondents across various international regions. The analytical methods employed include the Fishbein multi-attribute model, subjective norms, and the theory of reasoned action. The findings indicate that consumer behavior toward entry-level smartphone purchases falls into the positive category. The most prioritized attributes identified by consumers are affordable price, product specifications, and brand trust. The recommended marketing strategies for entry-level smartphone manufacturers are to maintain consumers' positive perceptions of product quality and brand, while enhancing promotional effectiveness and price flexibility. This study contributes to a deeper understanding of how consumer attitudes and behaviors influence purchasing decisions in the entry-level smartphone market on a national scale. In addition, the findings highlight that consumers prioritize technical attributes such as processor performance, camera quality, and RAM capacity, followed by price suitability and product design. Samsung obtained the highest overall score, indicating stronger consumer trust compared to Vivo and Oppo. Subjective norms also play an important role, where family influence was found to be the most dominant factor encouraging consumers to purchase entry-level smartphones. These insights reinforce that both product attributes and social factors significantly shape consumer purchase intentions and decisions in the entry-level smartphone segment

Keywords— Consumer behavior, entry-level smartphone, Fishbein model, marketing strategy

I. INTRODUCTION

Smartphones have become one of the most important technologies in modern society. Their multifunctional role has transformed them from simple communication devices into essential tools for education, work, entertainment, and social interaction. According to Pew Research Center (2021), around 85% of adults in the United States own a smartphone, reflecting the rapid global adoption of these devices. In Indonesia, the smartphone market has also shown significant growth, although with fluctuations between 2019 and 2023 (IDC, 2023). Despite these variations, entry-level smartphones remain the most demanded category, as they offer affordable prices with sufficient technical specifications to support daily needs such as messaging, browsing, gaming, and social media.

One of the key determinants of purchasing entry-level smartphones is **product attributes**. Consumers generally consider factors such as price, design, RAM, camera, and processor when making their purchasing decisions. Ritonga (2018) states that competition-oriented pricing strongly influences purchase choices, while Kotler and Keller (2012) emphasize the importance of design in shaping user comfort and product appeal. Stallings (2019) highlights that RAM is crucial for performance, and camera quality plays a major role in today's social-media-driven environment. The processor, as the "brain" of the smartphone, determines efficiency and speed. Indicators: price, design, RAM, camera, processor.

Another important determinant is **consumer preference**. Preferences are shaped by satisfaction with product features, durability, and brand reputation. According to Tjiptono (in Wartaka & Sumardjono, 2020), preferences closely relate to consumer satisfaction, while Nicholson (2001) argues that preferences are rational and predictable when sufficient information is available. Indicators: brand familiarity, product quality, durability, and features.

Therefore, the following **Consumer attitudes** also play a crucial role. Attitude is defined as a psychological predisposition that influences perception and behavior (Lestari & Raharjo, 2021). Attitudes are shaped by beliefs, feelings, and tendencies to act toward a product, and in smartphone purchasing, they are influenced by quality perception, ease of use, and previous brand experience. A positive attitude toward a brand can encourage repurchase and word-of-mouth recommendations. Indicators: beliefs, feelings, evaluation of quality. Therefore, the following hypothesis can be formulated:

The next factor is **consumer behavior**, which covers activities before, during, and after purchase, including information search, evaluation, and responses (Maulana & Andriani, 2023). In the context of entry-level smartphones, consumers tend to compare prices, features, and reviews before making a final decision. Indicators: information search, evaluation, post-purchase response. Therefore, the following hypothesis can be formulated:

Finally, **subjective norms** are also influential. According to Ajzen (2021), subjective norms reflect the social pressures perceived by individuals, such as family, friends, or promotional influences, that encourage or discourage them from making purchases. Oktaviani and Maulana (2023) note that these norms are formed by beliefs about how the environment views a behavior and the motivation to comply with those expectations. Indicators: family, peers, promotion officers. Therefore, the following hypothesis can be formulated:

Based on the above discussion, it is expected that product attributes, consumer preferences, consumer attitudes, consumer behavior, and subjective norms all contribute significantly to the purchasing decisions of entry-level smartphones.

Research Objectives The objectives of this study are to evaluate the effect of product attributes on entry-level smartphone purchasing decisions, to analyze how consumer preferences influence such decisions, to assess the role of consumer attitudes in shaping purchase behavior, to identify how consumer behavior contributes to decision-making, and to determine the influence of subjective norms on purchasing entry-level smartphones.

Research Benefits :

Theoretical Benefit: To provide scientific contributions regarding the relationship between consumer attributes, preferences, attitudes, behavior, and subjective norms in smartphone purchase decisions.

Practical Benefit: To offer recommendations for smartphone manufacturers in developing more effective marketing strategies.

Social Benefit: To provide insights into consumer decision-making, which can support industry competitiveness and consumer satisfaction.

Research Instruments: The main instrument used was a questionnaire with a 5-point Likert scale.

Despite extensive studies on smartphone purchasing behavior, **few have focused on entry-level smartphone consumers in emerging markets like Indonesia**, where purchasing power, social influence, and value-for-money perceptions differ significantly from those in developed markets. Previous research often examined single variables (e.g., price or brand) without integrating psychological, behavioral, and social dimensions simultaneously.
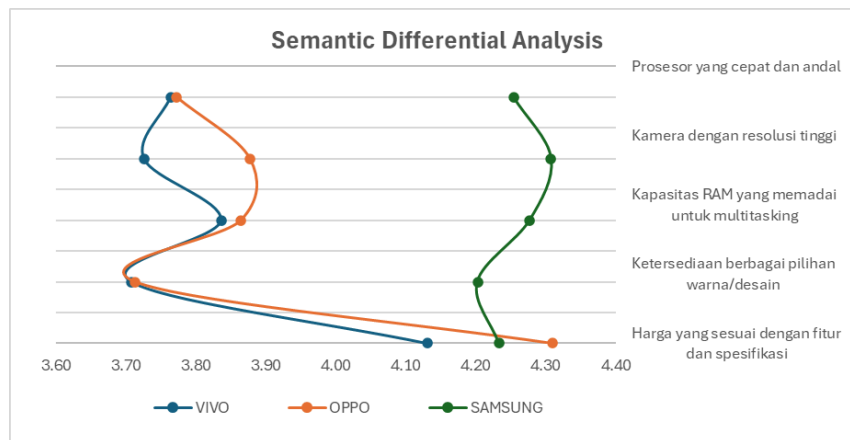
This study fills that gap by **integrating the Fishbein Multi-Attribute Attitude Model and the Theory of Reasoned Action (TRA)** to provide a comprehensive understanding of how **product attributes, preferences, attitudes, behaviors, and subjective norms** jointly influence entry-level smartphone purchase decisions. The **novelty** of this research lies in its combined analytical approach and its focus on low- to middle-income consumers, offering both theoretical enrichment and practical implications for marketing strategy in emerging economies.

II. METHOD

Research Method This research was conducted at Kota Bogor. The research was conducted from March 2025 to June 2025. This research is quantitative in nature.

Research Population The research population consisted of private university students in Greater Jakarta, as they represent potential consumers of entry-level smartphones. This region was chosen due to its diverse economic and social backgrounds, making it suitable for capturing varied income levels and preferences. Students were also considered accessible respondents, providing accurate and timely feedback regarding their attitudes and behaviors in choosing entry-level smartphones. Sugiyono (2013:80).

Research Sample This study employed a non-probability purposive sampling method, selecting respondents based on specific criteria, namely smartphone users in Greater Jakarta. Sugiyono (2013:81).

The results of the analysis showed that the SAMSUNG brand obtained the highest score on the attributes of processor (4.35), camera (4.30), and RAM (4.25), which indicates a positive perception of consumers towards the technical aspects of the brand. The OPPO brand excels in price (4.35) and design (4.05) attributes, signaling attractiveness in terms of value and display. Meanwhile, the VIVO brand obtained scores that tended to be stable across all attributes, without any particular dominance.

III.   RESULTS AND DISCUSSION

Fishbein's Attitude Analysis Towards Attributes (AO)

In this model, it consists of an evaluation of interests (ei), strength of trust (bi). The calculation of interest evaluation (ei) aims to find out how much the level of interest of a

TABLE 1.
Research Scale Range

Evaluation Scale			Interpretation	Attitude Scale			Interpretation
			Very Unimportant (STP)				
-2,00	s/d	-1,8		-50	s/d	-30	Very Bad (SBK)
-1,81	s/d	-0,6	Non-Essential (TP)	-31	s/d	-10	Bad (BK)
-0,61	s/d	0,6	Ordinary (B)	-10	s/d	10	Ordinary (BI)
0,61	s/d	1,8	Important (P)	11	s/d	30	Good (B)
1,81	s/d	2,00	Very Important (SP)	31	s/d	50	Excellent (SB)

Trust Scale			Interpretation	Normative Property Scale			Interpretation
							Strongly Resist (SM)
1,0	s/d	1,2	Strongly Resist (SM)	-10	s/d	-5	
2,2	s/d	2,4	Reject (M)	-5	s/d	0	Reject (M)
3,4	s/d	3,6	Neutral (N)	0	s/d	5	Neutral (N)
4,6	s/d	4,8	Agree (S)	5	s/d	10	Organizing (ME)
							Highly Encouraging (SME)
4,8	s/d	5,0	Strongly Agree (SS)	10	s/d	20	

Source: Research Primary Data, 2025

attributes of the marketplace. Meanwhile, the calculation of the level of trust (bi) is used to measure consumer trust in the attributes owned by a brand. The result of the multiplication between the value evaluation (ei) and the level of trust (bi) will result in the total value of the attitude (Ao). The results of the fishbein attitude analysis will be measured using the research scale in the table above.

Interest Evaluation (ei)

The value of an attribute's importance evaluation (ei) reflects the extent to which it is considered important by the individual in purchasing decision-making. Each individual has a different perception regarding the level of importance of each product attribute. In this study, the attributes evaluated include: price that matches features and specifications, availability of various color or design options, adequate RAM capacity for multitasking, high-resolution cameras, and fast and reliable processor

TABLE 2.
Evaluation of the Importance of Buying Entry Level Smartphones

No.	Attribute	Evaluation (ei)	Trust (bi) SAMSUNG	VIVO	OPPO
1	Prices that match features and specifications	1,38	4,23	4,13	4,31
2	Availability of a wide range of color/design options	1,10	4,20	3,71	3,71
3	Sufficient RAM capacity for multitasking	1,41	4,28	3,84	3,86
4	High-resolution camera	1,43	4,31	3,73	3,88
5	Fast and reliable processor	1,44	4,25	3,76	3,77
	TOTAL	6,77	21,27	19,16	19,54

Source: Research Primary Data, 2025

Based on the results of the study, it is known that in Table 2 it can be seen that the order of evaluation of attributes from the most important to the least important in order are: fast and reliable processor, high-resolution camera, adequate RAM capacity for multitasking, price that matches features and specifications, and the availability of various color/design options.

Table 3
Respondents' Attitudes Towards *Entry* Level Smartphone Attributes

No.	Attribute	Evaluation (ei)	Trust (bi) SAMSUNG	VIVO	OPPO	Total (ei x bi) SAMSUNG	VIVO	OPPO
1	Prices that match features and specifications	1,38	4,23	4,13	4,31	5,84	5,70	5,95
2	Availability of a wide range of color/design options	1,10	4,20	3,71	3,71	4,63	4,09	4,09
3	Sufficient RAM capacity for multitasking	1,41	4,28	3,84	3,86		5,41	5,45

	Attribute						
						6,03		
4	High-resolution camera	1,43	4,31	3,73	3,88	6,17	5,34	5,56
5	Fast and reliable processor	1,44	4,25	3,76	3,77	6,13	5,42	5,44
	TOTAL	6,77	21,27	19,16	19,54	28,81	25,96	26,48
	INTERPRETATION					**Good**	**Good**	**Good**

Source: Research Primary Data, 2025

Strength of Trust (bi)

Based on the results of the analysis of the evaluation of interests (ei) and consumer trust (bi), information was obtained about the attributes of entry-level smartphone products that are considered the most influential in purchasing decision-making. The evaluation was carried out on five main attributes, namely price that matches features and specifications, the availability of various color/design options, adequate RAM capacity for multitasking, a high-resolution camera, and a fast and reliable processor.

The calculation results show that the attribute with the highest evaluation value is the high-resolution camera, with the highest score obtained by Samsung at 6.17, followed by Oppo at 5.56 and Vivo at 5.34. This indicates that camera quality is one of the main aspects that consumers consider in choosing an entry-level smartphone.

The next attribute that has a high level of importance is a fast and reliable processor. Samsung got a score of 6.13, followed by Oppo at 5.44 and Vivo at 5.42. This shows that the performance aspect is an important factor in consumer preferences.

Furthermore, RAM capacity for multitasking ranks third in the evaluation order, with Samsung obtaining a score of 6.03, Oppo 5.45, and Vivo 5.41. This confirms that consumers in the entry-level segment still consider the performance of devices in running various applications simultaneously.

The price attribute that matches the features and specifications also shows a fairly high evaluation value, with the highest score obtained by Oppo at 5.95, followed by Samsung at 5.84, and Vivo at 5.70. While price is one of the important considerations, these results show that consumers are not only considering price, but also comparing it with the quality and features obtained.

The attributes with the lowest evaluation score are the availability of various color and design options, with a score of 4.63 for Samsung, and 4.09 for Vivo and Oppo, respectively. This shows that visual or aesthetic aspects don't seem to be a top priority in the selection of entry-level smartphones.

Overall, when viewed from the total evaluation score of all attributes (ei × bi), Samsung ranks first with a total score of 28.81, followed by Oppo at 26.48, and Vivo at 25.96. These results show that consumer perception of Samsung products is superior compared to competing brands in the entry-level smartphone category.

Subjective Norm Analysis (SN)

An individual's subjective norm of a particular behavior is influenced by two components, namely, the individual's normative belief (NBi) that the group or person who is his preference wants a certain individual to do or even not do an activity. The second is the individual's motivation (NCi) to obey those normative beliefs. In this study, the subjective normative measured in marketplace applications can be seen in the following table:

Table 4.
Respondents' Attitudes Towards *Entry Level Smartphone Attributes*

Yes	Attribute	Subjective Norms		
		NB	NC	SN
1	Family	1,27	4,16	5,31
2	Friend	1,17	4,16	4,86

3	Promotion officer	1,22	4,15	5,05
4	In addition to family, friends and promotional officers	1,15	4,11	4,73
	TOTAL	**4,81**	**16,58**	**19,9**
	INTERPRETATION		Advocated	
	BIG RED	4,279		

Source: Research Primary Data, 2025

Based on the table above, it can be seen that the highest subjective norm comes from family influence with a score of 5.31, followed by promotional officers at 5.05, friends at 4.86, and other parties (other than family, friends, and promotional officers) at 4.73. This shows that family is the most influential social reference in encouraging individuals to buy entry-level smartphones.

Overall, the total subjective norm (SN) score was 19.90 with an average of 4.98. This value is above the Grand Mean (GM) of 4.279, which indicates that all social references in this study are in the category of "encouraging" entry-level smartphone buying behavior.

Thus, it can be concluded that external factors in the form of social encouragement from family, friends, and promotional officers have a significant contribution to the formation of subjective consumer norms. This subjective norm also influences consumers' intentions and decisions in choosing and buying entry-level smartphones.

IV. CONCLUSIONS

This study finds that consumers prioritize technical specifications—particularly camera quality, processor performance, and RAM capacity—when purchasing entry-level smartphones. While price remains important, it is evaluated relative to quality and features, whereas design has minimal influence. Based on Fishbein analysis, Samsung holds the most favorable consumer perception, followed by Oppo and Vivo, with family influence emerging as the strongest subjective norm in purchase decisions.

Theoretically, this research reinforces the applicability of the **Fishbein Multi-Attribute Attitude Model** and extends the **Theory of Reasoned Action**, emphasizing that rational and family-driven factors dominate in emerging markets. However, the study is limited by its sample size, brand focus, and cross-sectional design. Future research should involve broader samples, longitudinal approaches, and deeper exploration of psychological, cultural, and post-purchase factors to provide a more comprehensive understanding of consumer behavior in the entry-level smartphone market.

RECOMMENDATIONS

The recommendations given according to the results of the research are:
a. For entry-level smartphone manufacturers
1. Product strategy: Improve the quality of cameras, processors, and RAM as they become the most prioritized attributes of consumers. For Oppo and Vivo, improvements in performance (RAM and processor) can increase competitiveness against Samsung.
2. Price strategy: Oppo, which excels in price attributes, can maintain its position with a competitive pricing strategy, while Samsung and Vivo need to adjust prices to match consumer perception.
3. Promotion strategy: Given that family and the social environment have a big influence on purchases, manufacturers can reinforce ads that emphasize family recommendations or conduct direct promotions (events, product demos, bundling) to build trust.
4. For the next researcher
   It is expected to add other attributes that have not been included in this study, such as battery life, after-sales service, service center availability, and official warranty. The research can also be expanded by comparing the entry-level and mid-range segments to get a more comprehensive picture of the differences in consumer preferences.

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