

A STUDY ON THE FACTORS INFLUENCING PURCHASE INTENTION OF SMART PHONE IN TIRUCHIAPPALLI CITY

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ABSTRACT

This is a research paper on factors influencing purchase intention of smart phone in Tiruchirappalli city. The main objectives of the study are to find out the factors influencing purchase intention of smart phone and to study the relationship between personal profile and purchase intention. Sample size consists of 100 respondents using convenient sampling method. The study shows that the most important factor influencing purchase intention of smart phone is compatibility followed by relative advantage. The least important factor influencing purchase intention of smart phone is social influence. There is no significant association between age & gender and factors influencing purchase intention of smart phone.

KEYWORDS: Purchase Intention, Smart Phone, Compatibility, Relative Advantage