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ABSTRACT

“Trend is friend”, this is the core policy of every successful business. Now a days computing device and communication is a trend, and not only this but Smartphones are part of fashion accessory and it symbolizes numerous other socio-economic relations as well. The main objective of the study is to find that which factors are influencing consumer buying behavior towards both huge brands apple and Samsung cell phones. This study adopts a survey design method in determining the factors that are influencing consumer buying behavior like price, quality, innovation, preference Its target population comprises 80 students and faculty members operating within Bahria university Islamabad.To study this behavior of humans we conducted a study with Samsung and Apple as case study and population of Islamabad as our area of study. Non-subjective approaches are shadowed to gather primary data from respondents and afterwards relevant literature was reviewed to second the hypothesis. Study results revealed that Apple possess comparatively high brand equity and identity than Samsung smartphones.Samsung possess a large market share in Islamabad but their consumers are not loyal to the brand whereas Apple is relatively used but attract competitor’s customers. Thus brand equity of Apple is far higher than Samsung and building up a brand image will result in long term investment.

A study of consumer Buying Behavior of Samsung and Apple smartphones with special reference to Islamabad City.

1.1.1 Introduction:

This chapter will offer an insight on the determination and structure of this research study. The Introduction deals with a brief overview of brand equity, personality, identity and Smartphone. It also outlines to whom this research study would be of interest and benefit to.

1.1.2 Consumer Buying Behavior

In this modern life, buying is a routine phenomenon. From kids to adults and people of all genders buy items, goods, food etc. throughout their life and every customer buy according its preference. This behavior and attitude of buying a particular item among all other available options is due to several reasons and perception of consumer about that item. These insights of buyer are reviewed in context of consumer buying behavior (CBB).

According to Khan(2007) consumer behavior is a physical process of acquiring and purchasing a product, leaded by a predetermination of a buyer. It states that the process of buying begins way before actually acquiring the product, meaning that customer already have a notion about purchase. Afterwards, at the point of purchase, this notion is tailored with decision making process and use of product by consumer. In simple terms it is all about likes, dislikes and gratification of user.

In Oxford dictionary, the word “consumer” is defined as the one “who eats of consumes and a person who purchases products and goods”. While in Webster new collegiate dictionary it is “one who uses economic goods and diminishes its utilities”. Usually this terminology is denoted by a person who buys as per his needs, availability and price consideration, but in regard to our study it is a user who’s information is important in order to examine the market share of brand or product. Person who buys goods and services from market as end-user is called consumer (Chander&Raza, 2015). While Blackwell et. Al (2006)stated that consumer is final user of service or product. While it is also defined as “consumers are buyers of goods and services for instant consumption” (Kotler& Armstrong, 2001). Complex