Abstract

This study focuses on importance of price while purchasing smart phones. The data is collected through questionnaire, which is the main source of understanding the consumer behavior. The goal is to grab an idea about the use and consumption with respect to smart phones through online questionnaire survey. Respondents are taken from some cities of Pakistan like Islamabad, Rawalpindi &WahCantt. The study is a descriptive in nature which tells us about the influence of price on buying behavior. 10 hypotheses proposed in this research, multiple Regression analysis run in SPSS, so price being mediating variable mediates relation between convenience & purchasing behavior. Hence variables; Social Need, Social Influence and Convenience have positive effect on purchase behavior. Whereas Social Influence has positive effect on price factor too while others don't have.

Keywords: purchasing behavior, price, smart phones, social need & influence

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