

## **A Study of Different Factors Influencing Youngsters' Mobile Device Buying Behaviors in Malaysia**

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**Abstract :** The mobile phone is an indispensable device in today's daily living. The arising new brands in the market with different specification are targeting at the different population. The most promising market would be the younger generation who are IT savvy. Therefore, it is beneficial to find out their factors of consideration in purchasing a mobile phone. A survey is carried out in Malaysia to discover the current youngster's mobile phone buying behavior. This study has found that the most influencing factor of consideration is Price, followed by Feature, and Battery Lifespan. Gender and Income have no relationship with certain factors of consideration. It is important to discover the factors of consideration in order to provide industry insight into the current trend of smartphone in Malaysia.

**Keywords :** buying behavior, smart phone, mobile brand, mobile operating system, specification, battery lifespan

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