

# A Study of Behavioural Finance in Buying Decisions for iPhone with Reference to Pune Region

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## Abstract

Today, smartphones have become a significant aspect of our everyday lives. When individuals purchase a phone, particularly an iPhone, their choices are influenced not only by the cost or specifications but also by their emotions, habits, and social environment. This research examines how behavioural finance—encompassing individuals' thoughts and feelings about money—impacts the purchasing decisions of iPhone consumers in Pune. Two research approaches were employed: descriptive (to clarify the situation) and analytical (to examine data and facts). A survey was distributed to individuals who have purchased or intended to buy an iPhone. The responses were analyzed using correlation and t-test methods. The findings revealed a robust relationship between iPhone purchasing decisions and behavioural finance. The finding was statistically significant ( $p < 0.01$ ), with a moderately positive correlation value of  $r = 0.68$ . This indicates that emotions like FOMO and peer pressure, as well as brand image, have an impact on consumers. They don't necessarily purchase iPhones out of necessity. The study demonstrates that emotions and ideas are significant factors in phone purchasing decisions. Businesses should be aware of these behaviors and utilize them to develop more effective marketing plans that emotionally engage consumers.

**Keywords:** Behavioural Finance, iPhone Buying Decisions, Emotions, Cognitive Biases, Financial Status

## Introduction

Smartphones are used for chatting, working, viewing videos, shopping, and staying in touch in today's digital environment. Out of all the brands, the iPhone is regarded as a high-end phone that embodies style, quality, and status in addition to technology (Fayrene &

Lee, 2012). In addition to features, people frequently purchase iPhones because they think it represents their social status and personality (Juwaheer et al., 2011). People don't always base their selections on features or price when selecting a phone. Their feelings, routines, and mental processes are also very important. This is the role of behavioral finance, which describes how biases and emotions influence financial decisions (Kahneman & Tversky, 1979; Thaler, 1999).

As an example, a lot of individuals purchase iPhones either out of fear of missing out on new features (loss aversion) or because others around them do (herd behavior). Some people choose to continue with iPhones based on pricing (anchoring) or habit (status quo bias). Additionally, Apple's EMI plans and product ecosystem facilitate customer loyalty. Understanding how these financial and emotional behaviors impact people's decisions to purchase iPhones, particularly in the Pune area, is the goal of this study. The results can be used by banks, businesses, and marketers to enhance their plans and gain a better understanding of consumer behavior.

## Literature Review

Juwaheer et al. (2011) investigate the different elements that influence mobile phone selection among younger consumers. They have constructed a comprehensive framework that incorporates factors such as branding, pricing, mobile features, lifestyle, and demographic characteristics including age and gender, to analyze what impact these aspects may have on mobile phone choices. Hajra Arif and Shahbaz Ahmed (2011) aim to identify

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the determinants that influence customer preferences for purchasing local versus international cell phone brands. The rising adoption of mobile phones and the multitude of brands offering various features motivate researchers to examine what drives consumer buying behavior in this market.

Venkateshaf et al. (2011) focus on gender distinctions in the often-neglected area of technology adoption and ongoing usage in the workplace, employing the theory of planned behavior (TPB). They analyzed user responses and technology usage over a five-month period among 355 employees adapting to a new software application. Their findings indicate that men's choices are more heavily affected by their attitudes toward the new technology, whereas women's decisions are more significantly influenced by subjective norms and perceived behavioral control. Dr. Sukhvir Singh and Mr. Inderpreet Singh (2011) aim to encompass research on consumer reactions during smartphone purchases. They gathered data from a sample of 100 mobile phone users and analyzed the questionnaire responses using pie charts and bar charts to provide various interpretations on the impact of these reactions.

Chieng Fayrene Y. L and Goi Chai Lee (2012) focus on reviewing the dimensions of customer-based brand equity, synthesizing various literature strands. They develop a conceptual framework designed to measure customer-based brand equity, creating a more integral understanding from numerous empirical studies within the field. George Asamoah (2012) discusses several challenges related to service marketing in his study, examining the GAPS model of service quality alongside customer-defined service standards. The work delves into service quality models and preferences, advocating for consistency across quality standards as a crucial recommendation.

Ubba Savita and Upasana Sheoran (2012) aim to investigate the behavioral tendencies of Indian consumers regarding e-gadgets. Data was collected from 100 participants through a structured questionnaire in the Union Territory of Chandigarh, India. Parasuraman and Dhruv Grewal (2013) seek to explore how environmental factors affect consumers' evaluations of retail stores based on various criteria and how these evaluations subsequently influence their intentions to patronize. Findings from two separate studies support the proposed model, leading to discussions aimed at establishing a research agenda and examining managerial implications.

Ajit Sharad Deshpande and Taruna Saxena (2013) illustrate through their research that ongoing consumer analysis conducted by businesses is crucial to effective marketing. The evolving loyalty of customers shifts in their preferences, and constant changes in mindset keep business organizations vigilant. Akshay Prakash and Avinash Shivdas (2013) focus their paper on understanding the criteria that migrant laborers in tier two and tier three cities utilize when selecting mobile phones, and the factors that influence their decisions. A notable finding distinct from other studies is that advertising is prioritized among the key aspects that influence purchasing behavior.

Mesay Sata (2013) aims to explore the factors influencing mobile phone purchasing decisions in Hawassa town. To achieve the study's objectives, a sample of 246 consumers was gathered using a simple random sampling method. Both primary and secondary data were analyzed. Additionally, six significant factors were identified and examined through correlation and multiple regression analysis: price, social groups, product features, brand name, durability, and after-sales service. Prof. Sunitha B K (2014) seeks to pinpoint the main reasons why consumers switch from one mobile phone brand to another. This research also investigates the features desired by customers in mobile phones and their preferences. The propensity for consumers to switch brands is particularly critical due to the intense competition within the mobile phone industry. The study identifies the consumers and the factors that contribute to brand switching.

Sanjay K. Jain (2014) examines the influence of various consumer and product characteristics on the adoption of e-commerce within the Indian context. The research relies on primary data collected from a survey of consumers living in and around Delhi. A structured, non-disguised questionnaire was utilized to gather information on demographics, shopping preferences, security and privacy concerns, technological familiarity, previous online shopping experiences, and future intentions to purchase various products via the internet. Significant factors that affect past online purchasing include online shopping satisfaction, recreational shopping inclination, education, and income.

Perotti, V. and Widrick, S. (2015) analyze the shopping and purchasing behaviors of younger and older online shoppers, specifically how these behaviors are influenced by their attitudes towards internet shopping. Leon G.

Schiffman, Leslie Lazar Kanuk, and Mallika Das (2015) define a consumer as an individual who buys goods and services from the market for personal use. Preetam Sahu and Dr. Archana Agrawal (2015) conducted their research on how consumers perceive and behave in relation to different mobile brands. Their study examines the preferences customers have regarding various mobile devices, the key features that influence a buyer's decision prior to a purchase, and the factors that affect the decision-making process when buying a mobile phone.

Arif Shahbaz (2015) explored the determinants that impact mobile phone purchasing decisions in Ghana's Greater Accra Region, employing a binary logit regression model. Using a multi-stage random sampling method, a structured questionnaire gathered primary data from 200 mobile phone users across four districts in the region. Descriptive statistics revealed that Nokia and Samsung were the leading phone brands among the surveyed individuals. Moreover, from the 54 percent of participants intending to buy new phones, most were males aged 21-30 with tertiary education. D. S. Chaubey (2015) discovered that mobile phone adoption has surged rapidly in numerous regions globally, particularly in India, where cellular phones are now nearly as ubiquitous as wristwatches. Although academic literature has not extensively addressed mobile phone usage, this exploratory study seeks to understand consumer buying motivations within the cellular phone market. Pradeep Kr. Dekka (2016) aimed to examine both external and internal factors that sway a consumer's decision when purchasing a smartphone. This research also delves into consumer attitudes towards smartphones and the impact that brand names have on buying choices.

## Statement of Problem

Consumers often make purchasing decisions based on emotions rather than pure logic or rationality, especially when it comes to expensive products. In the case of high-value purchases like iPhones, buyers tend to be more conscious and biased in their decision-making. Similarly, the iPhone, a premium brand known for its quality and status symbol, influences customer choices through factors such as brand appeal, price sensitivity, and perceived value. However, customers often experience internal conflict and biases when deciding which product to buy, as emotions, psychological factors, financial status,

and cognitive biases significantly impact their purchasing Behavior.

## Objectives

The objective of the research study are as follows:

- To study the emotional factors that influence consumer decisions when purchasing an iPhone in the Pune region.
- To analyse the effect of cognitive biases such as anchoring, loss aversion, herd behaviour, and status quo bias on iPhone buying behaviour.
- To examine the impact of financial status (such as income, affordability, and use of EMI schemes) on the decision to buy an iPhone.

## Relevance of the Study

This study is important because it helps us understand why people buy expensive phones like the iPhone, even when they are costly. Instead of only looking at price or features, it focuses on emotions and psychological reasons—like following trends, fear of missing out, or showing status.

The study also shows how offers like EMIs, trade-ins, and discounts affect buying decisions. It helps marketers understand what truly influences buyers and how to improve their strategies using emotional appeal.

Banks and finance companies can use this research to design better EMI and loan options that match customer needs. In short, this study gives useful insights into how feelings, social influence, and money matters all come together when people decide to buy premium products like iPhones.

## Hypothesis

- H1: There is a significant correlation between emotional connection to Apple and the preference for buying an iPhone. Independent Variables.
- H2: There is a Relationship between willingness to buy and features, brand value, and emotions.
- H3: iPhone users are willingly to buy iPhones in the future.

## Research Methodology

### Research Design

In the present study, researchers have collected data by using Descriptive and Analytical study research design.

### Data Sources

#### Primary Data

Primary data is the data which needs personal efforts to collect it, and which is not readily available. The main source of information for this study is Questionnaires.

#### Secondary Data

Secondary sources are the other important sources through which the data were collected. These are the readily available sources of the data where one had need not put much effort to collect, because it is already been collected and part in an elderly manner by some researchers, experts and socialites. The secondary sources helpful for study were Literature reviews involves reviewing Academic Journals, books, and research papers gain an extensive knowledge of the topic and prior findings.

### Sampling Design

- Population / Universe of the Study: iPhone Consumers
- Sample Area: Pune District
- Sample Size: 275 Respondents.
- Sampling Method: Purposive sampling method will be adopted for this study.
- Sampling Frame: Unknown
- Research Instruments: Questionnaire

### Statistical Tools Used

- For representation of data researcher has used table, pie-chart, Bar Graph.
- For testing of hypothesis researcher has used Correlation, T-Test.

## Data Analysis and Interpretation

Data analysis and interpretation have been done on the basis of data collected through iPhone users.

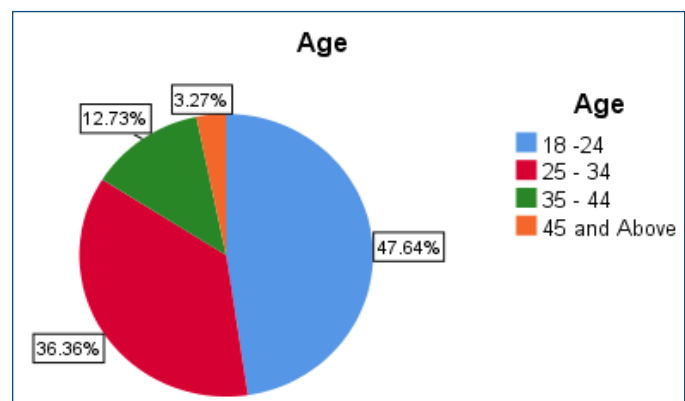
### Age of the Respondents

Data shows that most users are young, with 47.64% in the 18-24 age group and 36.36% in the 25-34 age group. Fewer users (12.73%) are aged 35-44, and only 3.27% are 45 and above. This means younger people prefer iPhones more, possibly because of social influence, brand popularity, or personal preference, while older people are less likely to buy them.

**Table 1: Age Distribution of Respondents**

Sr. No.	Age of the Respondents	Frequency	Percentage
1	18-24	131	47.64%
2	25-34	100	36.36%
3	35-44	35	12.73%
4	45 and Above	9	3.27%
	Total	275	100.00

Source: Author's own research.



**Fig. 1: Age Distribution of Respondents**

### Occupation of the Respondents

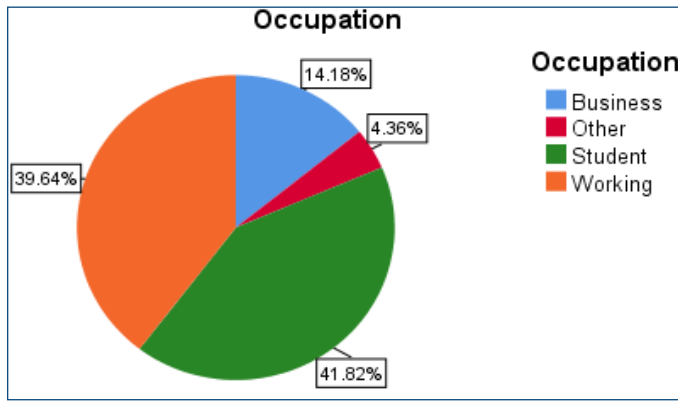
The data presents a distribution of occupations among a group of individuals. The largest segment, representing 41.82%, is categorized as "Working," followed closely by "Business" at 39.64%. The "Student" category accounts

for 14.18%, while the smallest segment, labeled “Other,” constitutes 4.36%.

**Table 2: Occupation of Respondents**

Sr. No.	Occupation of the Respondents	Frequency	Percentage
1	Student	115	41.82%
2	Working	109	39.64%
3	Business	39	14.18%
4	Others	12	4.36%
	Total	275	100.00

Source: Author’s own research.



**Fig. 2: Occupation of Respondents**

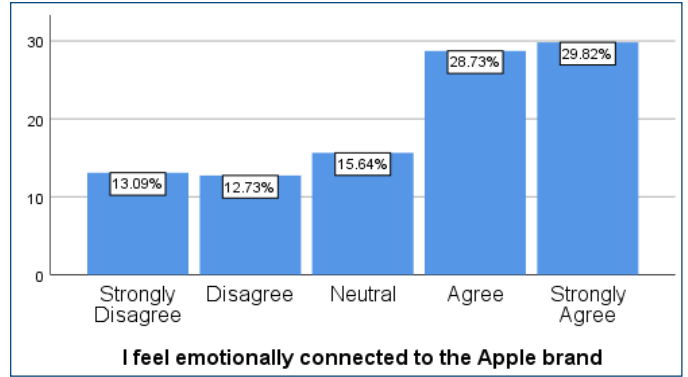
### Emotional Connection to the Apple Brand

It is interpreted that emotional connection to the Apple brand is strong, with 28.73% agreeing and 29.82% strongly agreeing. Meanwhile, 13.09% strongly disagreed and 12.73% disagreed, showing that more people feel positively connected to Apple.

**Table 3: Emotional Connection to Apple Brand**

Sr. No.	I Feel Emotionally Connected to the Apple Brand	Frequency	Percentage
1	Strongly Disagree	36	13.09%
2	Disagree	35	12.73%
3	Neutral	43	15.64%
4	Agree	79	28.73%
5	Strongly Agree	82	29.82%
	Total	275	100.00

Source: Author’s own research.



**Fig. 3: Emotionally Connected to the Apple Brand**

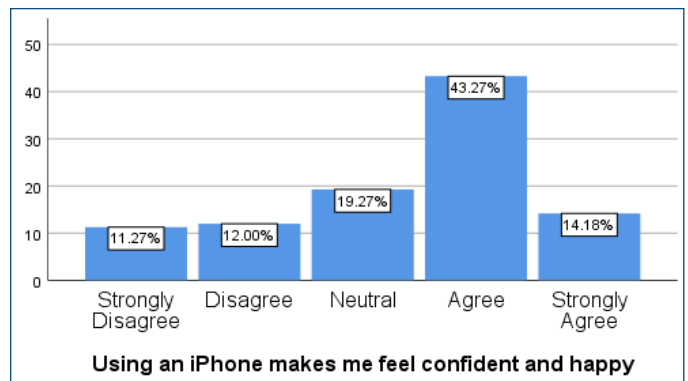
### Confidence and Happiness with iPhone Use

It is interpreted that using an iPhone is linked to confidence and happiness for most users, with 43.27% agreeing and 14.18% strongly agreeing. Meanwhile, 11.27% strongly disagreed, 12.00% disagreed, and 19.27% remained neutral, showing that a majority of respondents associate iPhone usage with positive emotions.

**Table 4: Confidence and Happiness with iPhone Use**

Sr. No.	Using an iPhone Makes Me Feel Confident and Happy	Frequency	Percentage
1	Strongly Disagree	31	11.27%
2	Disagree	33	12.00%
3	Neutral	53	19.27%
4	Agree	119	43.27%
5	Strongly Agree	39	14.18%
	Total	275	100.00

Source: Author’s own research.



**Fig. 4: Confidence and Happiness with iPhone Use**

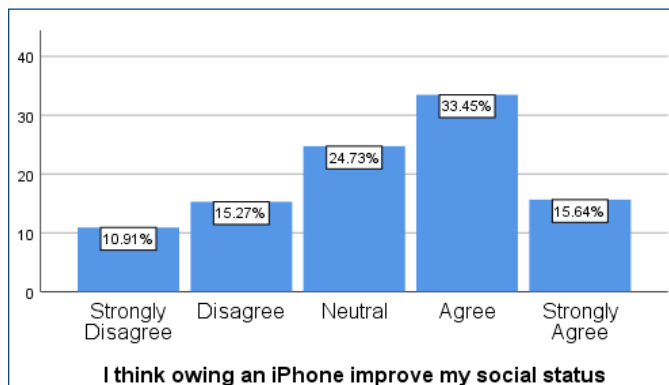
### iPhone Ownership and Social Status

It is interpreted that owning an iPhone is seen as a status symbol, with 33.45% agreeing and 15.64% strongly agreeing, while 10.91% strongly disagreed and 15.27% disagreed.

**Table 5: iPhone Ownership and Social Status**

Sr. No.	I Think Owning an iPhone Improve My Social Status	Frequency	Percentage
1	Strongly Disagree	30	10.91%
2	Disagree	42	15.27%
3	Neutral	68	24.73%
4	Agree	92	33.45%
5	Strongly Agree	43	15.64%
	Total	275	100.00

Source: Author's own research.



**Fig. 5: iPhone Ownership and Social Status**

### Fear of Missing Out (FOMO) on Latest iPhones

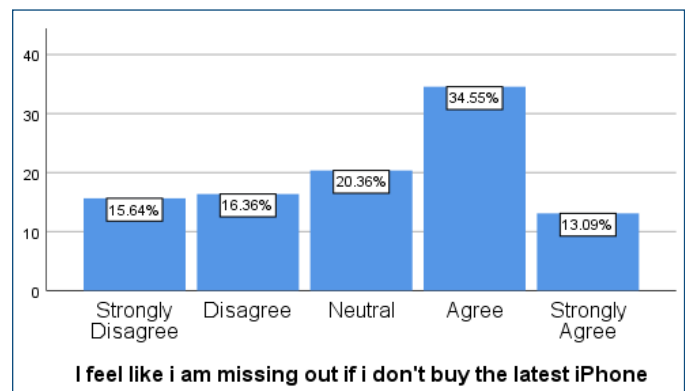
It is interpreted that a significant portion of respondents experience FOMO (Fear of Missing Out) regarding new iPhone releases, with 34.55% agreeing and 13.09% strongly agreeing. Meanwhile, 15.64% strongly disagreed, 16.36% disagreed, and 20.36% remained neutral. This suggests that Apple's marketing and the

cultural significance of owning the latest iPhone strongly influence consumer sentiment.

**Table 6: Feeling of Missing Out on Latest iPhone**

Sr. No.	I Feel Like I Am Missing Out if I Don't Buy the Latest iPhone	Frequency	Percentage
1	Strongly Disagree	43	15.64%
2	Disagree	45	16.36%
3	Neutral	56	20.36%
4	Agree	95	34.55%
5	Strongly Agree	36	13.09%
	Total	275	100.00

Source: Author's own research.



**Fig. 6: Missing Out If Don't Buy the Latest iPhone**

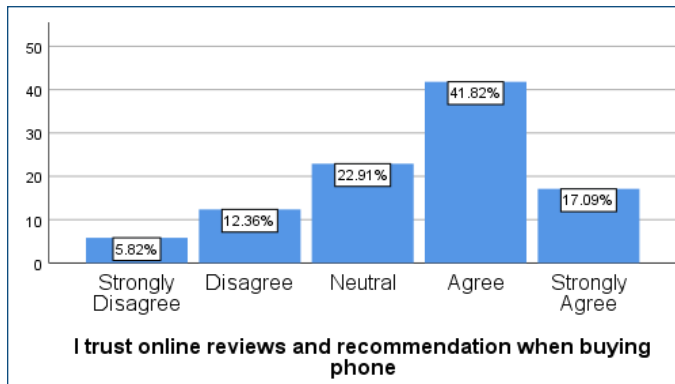
### Trust in Online Reviews and Recommendations

It is interpreted that a significant majority of respondents trust online reviews and recommendations when buying a phone. The largest portion, 41.82%, agreed with the statement, while 17.09% strongly agreed, making it clear that online opinions play a major role in influencing purchasing decisions. In contrast, only 5.82% strongly disagreed and 13.36% disagreed, showing that only a small fraction of users do not rely on online reviews. Meanwhile, 22.91% remained neutral, suggesting that while they may consider online opinions, they are not the sole factor in their decision-making.

**Table 7: Trust in Online Reviews**

Sr. No.	I Trust Online Reviews and Recommendation When Buying Phone	Frequency	Percentage
1	Strongly Disagree	16	5.82%
2	Disagree	34	13.36%
3	Neutral	63	22.91%
4	Agree	115	41.82%
5	Strongly Agree	47	17.09%
	Total	275	100.00

Source: Author's own research.



**Fig. 7: Online Reviews Influence**

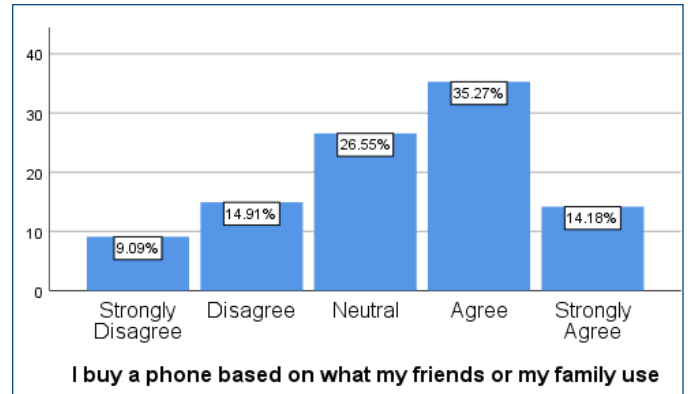
### Influence of Friends and Family

It is interpreted that the impact of social influence on phone purchases is significant, as 36.27% agreed and 14.18% strongly agreed that their buying decisions are affected by friends and family. These findings suggest that both security perception and social influence play key roles in shaping iPhone purchasing Behavior.

**Table 8: Influence of Friends and Family**

Sr. No.	I Buy a Phone Based on What My Friends or My Family Use	Frequency	Percentage
1	Strongly Disagree	25	9.09%
2	Disagree	41	14.91%
3	Neutral	73	26.55%
4	Agree	97	36.27%
5	Strongly Agree	39	14.18%
	Total	275	100.00

Source: Author's own research.



**Fig. 8: Peer Influence in Buying Decision**

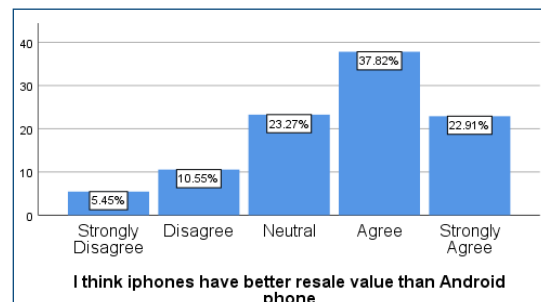
### Perception of Better Resale Value

It is interpreted as a strong belief in the superior resale value of iPhones compared to Android phones. A significant 37.82% of respondents agreed, and 22.91% strongly agreed that iPhones retain their value better over time. Only 5.49% strongly disagreed and 10.66% disagreed, indicating that very few respondents believe Android phones hold resale value better than iPhones. Additionally, 25.27% remained neutral, possibly indicating that some consumers do not prioritize resale value when making their phone purchase decisions.

**Table 9: iPhone Resale Value Perception**

Sr. No.	I think iPhone Have Better Resale Value than Android Phone	Frequency	Percentage
1	Strongly Disagree	15	5.49%
2	Disagree	29	10.66%
3	Neutral	64	25.27%
4	Agree	104	37.82%
5	Strongly Agree	63	22.91%
	Total	275	100.00

Source: Author's own research.



**Fig. 9: iPhone Resale Value Perception**

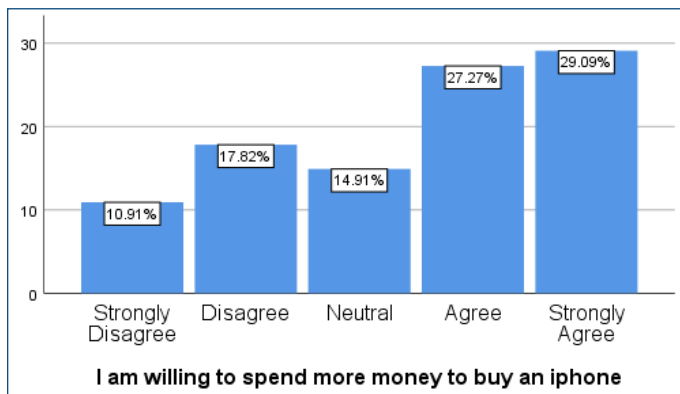
### Willingness to Spend More on an iPhone

It is interpreted that a significant number of respondents are willing to spend more money to buy an iPhone, with 29.09% strongly agreeing and 27.27% agreeing, making these the most common responses. In contrast, 10.91% strongly disagreed and 17.82% disagreed, indicating that a portion of respondents are not willing to pay a premium for an iPhone. Additionally, 14.91% remained neutral, suggesting that some consumers may consider factors beyond just price when making their decision. Overall, the data indicates that many consumers are willing to invest extra money in purchasing an iPhone, reinforcing its premium brand perception.

**Table 10: Willingness to Pay More**

Sr. No.	I Am Willing to Spend More Money to Buy an iPhone	Frequency	Percentage
1	Strongly Disagree	30	10.91%
2	Disagree	49	17.82%
3	Neutral	41	14.91%
4	Agree	74	27.27%
5	Strongly Agree	80	29.09%
	Total	275	100.00

Source: Author's own research.



**Fig. 10: Willingness to Pay More**

### Financial Stress from iPhone Purchase

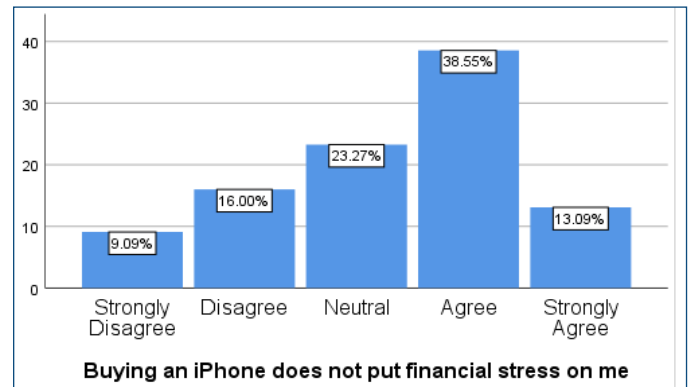
It explores the financial impact of buying an iPhone, showing that 38.55% of respondents agreed and 13.09%

strongly agreed that purchasing an iPhone does not put financial stress on them. Meanwhile, 16.00% disagreed and 9.09% strongly disagreed, indicating that for some individuals, buying an iPhone is financially challenging. The 23.27% neutral response suggests that a significant portion of consumers may feel financially balanced when making the purchase but could be cautious about high costs.

**Table 11: Financial Stress from iPhone Purchase**

Sr. No.	Buying an iPhone Does Not Put Financial Stress on Me	Frequency	Percentage
1	Strongly Disagree	25	9.09%
2	Disagree	44	16.00%
3	Neutral	64	23.27%
4	Agree	106	38.55%
5	Strongly Agree	36	13.09%
	Total	275	100.00

Source: Author's own research.



**Fig. 11: Financial Stress from iPhone Purchase**

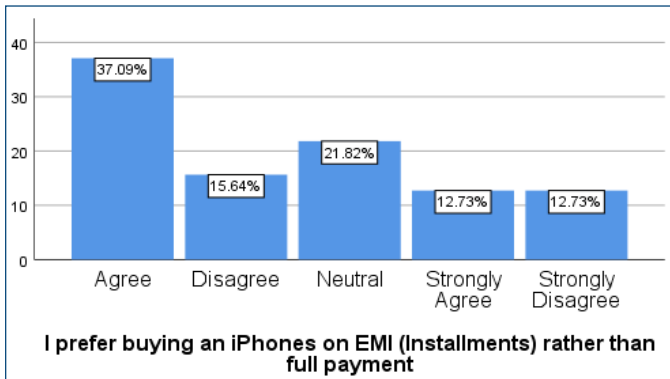
### Preference for EMI Payment

It is interpreted that many people prefer buying iPhones on EMI (installments) instead of paying the full amount upfront. The largest group, 37.09%, agreed, and 12.73% strongly agreed, meaning a big portion of buyers find EMI a convenient option. However, 15.64% disagreed and 12.73% strongly disagreed, showing that some still prefer full payment. Meanwhile, 21.82% stayed neutral, meaning they don't have a strong preference.

**Table 12: EMI Preference for iPhone**

Sr. No.	I Prefer Buying an iPhone on EMI (Instalments) Rather than Full Payment	Frequency	Percentage
1	Strongly Disagree	35	12.73%
2	Disagree	43	15.64%
3	Neutral	60	21.82%
4	Agree	102	37.09%
5	Strongly Agree	35	12.73%
	Total	275	100.00

Source: Author's own research.



**Fig. 12: EMI Preference for iPhone**

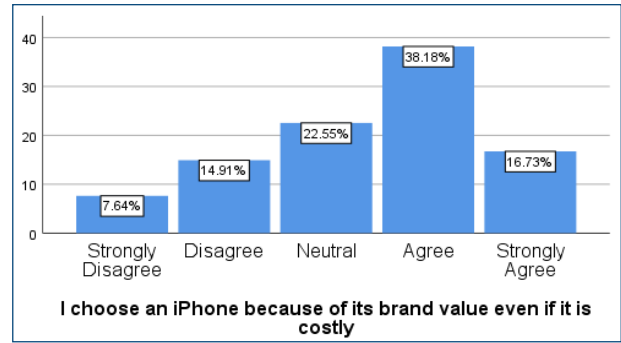
**Choice Based on Brand Value**

It is interpreted that brand value is a big reason why people choose iPhones, even if they are expensive. 38.18% agreed, and 16.73% strongly agreed, meaning most buyers are willing to pay more for the Apple brand. On the other hand, 14.91% disagreed, and 7.64% strongly disagreed, showing that some buyers care about other factors, like price or features. 22.55% remained neutral, meaning they might consider both brand value and other factors.

**Table 13: Choice Based on Brand Value**

Sr. No.	I Choose an iPhone Because of Its Brand Value Even If It is Costly	Frequency	Percentage
1	Strongly Disagree	28	7.64%
2	Disagree	35	14.91%
3	Neutral	36	22.55%
4	Agree	75	38.18%
5	Strongly Agree	101	16.73%
	Total	275	100.00

Source: Author's own research.



**Fig. 13: Choice Based on Brand Value**

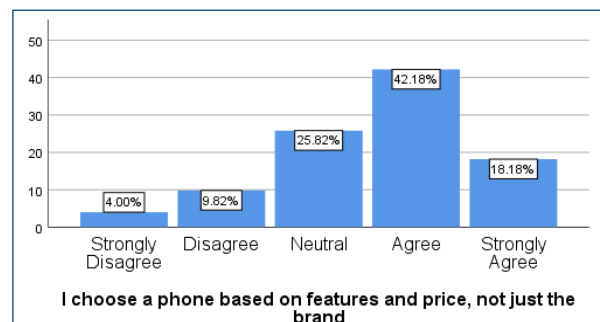
**Preference for Features and Price Over Brand**

It is interpreted that most people prioritize features and price over brand when choosing a phone, with 42.18% agreeing and 18.18% strongly agreeing. This means a large number of buyers focus on what the phone offers rather than just the brand name. However, 9.82% disagreed, and 4.00% strongly disagreed, showing that a small percentage still prioritize brand loyalty. 25.82% stayed neutral, meaning they might consider both brand and features when making a decision.

**Table 14: Preference for Features and Price over Brand**

Sr. No.	I Choose a Phone Based on Features and Price, Not Just the Brand	Frequency	Percentage
1	Strongly Disagree	25	4.00%
2	Disagree	39	9.82%
3	Neutral	50	25.82%
4	Agree	106	42.18%
5	Strongly Agree	55	18.18%
	Total	275	100.00

Source: Author's own research.



**Fig. 14: Preference for Features and Price over Brand**

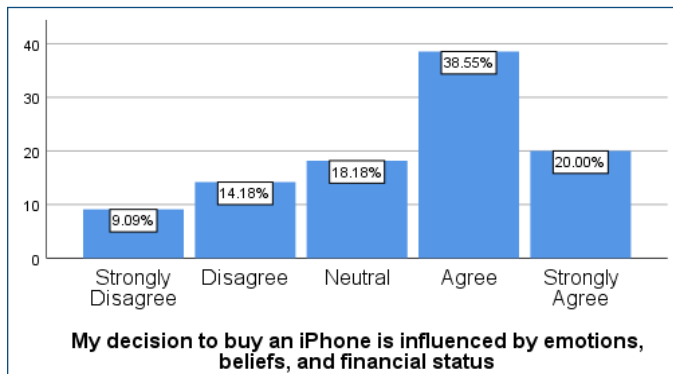
### Role of Emotions, Beliefs, and Financial Status

It is interpreted that emotions, beliefs, and financial status play a big role in iPhone purchases, with 38.55% agreeing and 20.00% strongly agreeing. This indicates that many buyers are influenced by more than just technical features or price. However, 14.18% disagreed, and 9.09% strongly disagreed, showing that some buyers see their decision as purely logical. 18.18% were neutral, suggesting that emotions and financial considerations may impact their decision, but not always significantly.

**Table 15: Emotional and Financial Influence on Purchase**

Sr. No.	My Decision to Buy an iPhone is Influenced by Emotions, Beliefs, and Financial Status	Frequency	Percentage
1	Strongly Disagree	13	9.09%
2	Disagree	22	14.18%
3	Neutral	56	18.18%
4	Agree	123	38.55%
5	Strongly Agree	61	20.00%
	Total	275	100.00

Source: Author's own research.



**Fig. 15: Emotional and Financial Influence on Purchase**

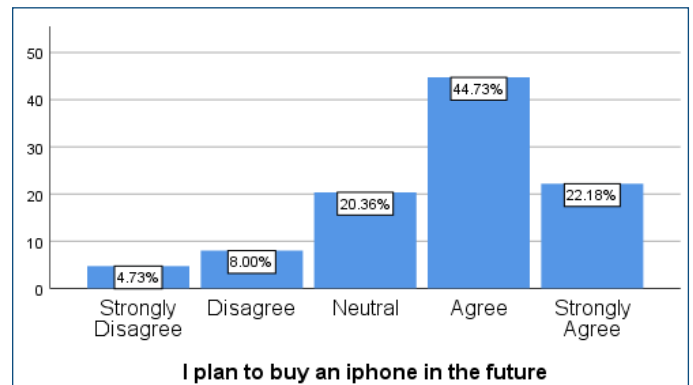
### Future Purchase Intention

It is interpreted that most respondents plan to buy an iPhone in the future, with 44.73% agreeing and 22.18% strongly agreeing, making up a clear majority. Meanwhile, only 4.73% strongly disagreed and 8.00% disagreed, meaning very few people are against the idea of buying one. 20.36% remained neutral, suggesting some are undecided. Overall, the data suggests a strong demand for iPhones in the future, indicating a positive sales outlook for Apple among the surveyed group.

**Table 16: Future Purchase Intention**

Sr. No.	I Plan to Buy An iPhone in the Future	Frequency	Percentage
1	Strongly Disagree	18	4.73%
2	Disagree	36	8.00%
3	Neutral	61	20.36%
4	Agree	102	44.73%
5	Strongly Agree	58	22.18%
	Total	275	100.00

Source: Author's own research.



**Fig. 16: N Future Purchase Intention**

## Testing of Hypothesis

### Correlations

**Table 17: Correlations**

<i>Correlations</i>			
		<i>I Feel Emotionally Connected to the Apple Brand</i>	<i>I Prefer Buying an iPhone Over an Android Phone</i>
I feel emotionally connected to the Apple brand.	Pearson Correlation	1	.681**
	Sig. (2-tailed)		.000
	N	275	275
I prefer buying an iPhone over an Android phone.	Pearson Correlation	.681**	1
	Sig. (2-tailed)	.000	
	N	275	275

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- H<sub>10</sub>: There is no significant correlation between emotional connection to the Apple brand and the preference for buying an iPhone over an Android phone.
- H<sub>1a</sub>: There is a significant correlation between emotional connection to the Apple brand and the preference for buying an iPhone over an Android phone.

is less than 0.01, indicating a statistically significant correlation.

Referring to the second image’s correlation strength scale, a correlation coefficient of 0.681 falls within the “Strong Positive” category (0.70 to 0.99 is strong, and 0.40 to 0.69 is moderate).

There is a moderate to strong positive correlation between emotional connection to the Apple brand and the preference for buying an iPhone over an Android phone. Since the correlation is statistically significant ( $p < 0.01$ ), we reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>), concluding that individuals who feel emotionally connected to the Apple brand are more likely to prefer buying an iPhone over an Android phone.

### Interpretation

The Pearson correlation coefficient between “feeling emotionally connected to the Apple brand” and “preferring to buy an iPhone over an Android phone” is 0.681.

The significance value (Sig. 2-tailed) is 0.000, which

### Multiple Correlations

**Table 18: Multiple Correlations**

<i>Correlations<sup>b</sup></i>					
		<i>I Am Willing to Spend More Money to Buy an iPhone</i>	<i>I Choose a Phone Based on Features and Price, Not Just the Brand</i>	<i>My Decision to Buy an iPhone is Influenced by Emotions, Beliefs, and Financial Status</i>	<i>I Choose an iPhone Because of Its Brand Value Even if It is Costly</i>
I am willing to spend more money to buy an iPhone.	Pearson Correlation	1	.601**	.490**	.727**
	Sig. (2-tailed)		0	0	0
I choose a phone based on features and price, not just the brand.	Pearson Correlation	.601**	1	.653**	.663**
	Sig. (2-tailed)	0		0	0

Correlations <sup>b</sup>					
		<i>I Am Willing to Spend More Money to Buy an iPhone</i>	<i>I Choose a Phone Based on Features and Price, Not Just the Brand</i>	<i>My Decision to Buy an iPhone is Influenced by Emotions, Beliefs, and Financial Status</i>	<i>I Choose an iPhone Because of Its Brand Value Even if It is Costly</i>
My decision to buy an iPhone is influenced by emotions, beliefs, and financial status.	Pearson Correlation	.490**	.653**	1	.627**
	Sig. (2-tailed)	0	0		0
I choose an iPhone because of its brand value even if it is costly.	Pearson Correlation	.727**	.663**	.627**	1
	Sig. (2-tailed)	0	0	0	

- H2<sub>0</sub>: There is no relationship between willingly to buy to features, influenced and brand value.
- H2<sub>a</sub>: There is a relationship between willingly to buy to features, influenced and brand value.

**Interpretation**

Willingness to Spend More on an iPhone & Brand Value (r = 0.727, p = 0.000)

Strong positive correlation, indicating that customers who are willing to pay more for an iPhone highly value its brand, even if it is costly.

Brand reputation and prestige significantly impact consumer spending Behavior.

Willingness to Spend More & Feature-Based Decision (r = 0.601, p = 0.000)

Moderate to strong correlation, suggesting that while customers consider features and price, their spending willingness is more driven by brand reputation.

Willingness to Spend More & Emotional/Financial Influence (r = 0.490, p = 0.000)

Moderate correlation, showing that emotional attachment and financial status also influence purchasing decisions.

Feature-Based Decision & Emotional/Financial Influence (r = 0.653, p = 0.000)

Moderate to strong correlation, indicating that even those who claim to focus on features are still influenced by emotional and financial factors.

Feature-Based Decision & Brand Value (r = 0.663, p = 0.000)

Moderate to strong correlation, showing that even feature-conscious buyers are affected by Apple’s brand perception.

Emotional/Financial Influence & Brand Value (r = 0.627, p = 0.000)

Moderate to strong correlation, confirming that emotions and financial status play a role in brand perception and purchasing decisions.

Since all correlations are statistically significant (p = 0.000) and relatively strong, we reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>).

There is a strong relationship between willingness to buy, brand value, emotional influences, and feature-based decisions.

Brand value (r = 0.727) has the strongest influence, proving that Apple’s branding plays the most critical role in consumer spending Behavior.

### T-Test Paired Two Sample for Means

**Table 19: t-Test Paired Two Sample for Means**

	<i>Using an iPhone Makes Me Feel Confident and Happy</i>	<i>I Plan to Buy an iPhone in the Future</i>
Mean	3.370909091	3.530909091
Variance	1.438566689	1.330245521
Observations	275	275
Pearson Correlation	0.587930321	
Hypothesized Mean Difference	0	
df	274	
t Stat	-2.482659699	
P(T<=t) one-tail	0.006819787	
t Critical one-tail	1.650433793	
P(T<=t) two-tail	0.013639574	
t Critical two-tail	1.968659628	

- H<sub>3</sub><sub>0</sub>: People using iPhone are not willingness to buy iPhone in future.
- H<sub>3</sub><sub>a</sub>: People using iPhone are willingness to buy iPhone in future.

Reject H<sub>0</sub> if  $p \leq \alpha$  (0.05)

Accept H<sub>0</sub> if  $p > \alpha$  (0.05)

$0.006 \leq \alpha$  (0.05) → Reject (H<sub>3</sub><sub>0</sub>)

### Interpretation

The p-value (one-tailed = 0.0068, two-tailed = 0.0136) is less than 0.05, meaning we reject the null hypothesis (H<sub>3</sub><sub>0</sub>). This suggests that there is a significant relationship between using an iPhone and willingness to buy an iPhone in the future. The negative t-statistics indicates that users who feel confident and happy using an iPhone are more likely to plan to buy an iPhone in the future.

### Findings

A significant portion of iPhone users in Pune are young, with 47.64% aged 18-24 and 36.36% aged 25-34, indicating that younger individuals are more inclined toward iPhone purchases.

The gender distribution is nearly equal, with 52.73% male and 47.27% female users, suggesting a balanced appeal among both men and women.

Occupational data show that most respondents are either working professionals (41.82%) or business owners (39.64%), with students making up 14.18%.

The majority of users (54.38%) earn below Rs 30,000 per month, suggesting affordability challenges, while only 4.38% earn above Rs 100,000.

A strong emotional connection to Apple is observed, with 28.73% agreeing and 29.82% strongly agreeing.

iPhone usage is linked to confidence and happiness, as 43.27% agree and 14.18% strongly agree.

Many respondents see iPhones as a status symbol (33.45% agree; 15.64% strongly agree).

Design aesthetics play a major role, with 40.77% agreeing and 23.27% strongly agreeing that they value iPhones for their premium design.

Fear of Missing Out (FOMO) is prevalent among buyers, with 34.55% agreeing and 13.09% strongly agreeing that new iPhone releases influence their decisions.

A majority (36.73% strongly agree; 31.64% agree) perceive iPhones as more secure and reliable than Android devices.

Social influence plays a key role, as 36.27% agree and 14.18% strongly agree that family and friends impact their buying choices.

Trust in online reviews is strong, with 41.82% agreeing and 17.09% strongly agreeing.

The superior resale value of iPhones is a key perception, with 37.82% agreeing and 20.76% strongly agreeing.

Many respondents (37.09%) believe that expensive phones are better than cheaper alternatives.

A significant portion (29.09% strongly agree; 27.27% agree) are willing to spend more on an iPhone.

While 30.56% agree that buying an iPhone does not put financial stress on them, 16.80% disagree.

EMI (installment payments) is a preferred option for many, with 37.09% agreeing and 12.73% strongly agreeing.

Brand value is a major factor, as 38.18% agree and 16.73% strongly agree that they choose iPhones despite high prices.

Preference for iPhones over Android devices is strong, with 36.73% strongly agreeing and 27.27% agreeing.

Emotional and social influence play a role in purchasing decisions (39.27% agree; 11.27% strongly agree).

Most buyers (42.18% agree; 18.18% strongly agree) prioritize features and price over brand loyalty.

Emotions, beliefs, and financial status significantly influence purchasing decisions (38.55% agree; 20.00% strongly agree).

A strong majority (44.73% agree, 22.18% strongly agree) plan to buy an iPhone in the future, indicating continued demand.

## Discussion

According to this research, people in Pune purchase iPhones for a variety of reasons, including social influence, habits, and feelings, in addition to features and cost. Understanding how emotions impact purchasing decisions was the study's primary goal. According to the findings, over 58% of consumers have an emotional bond with the Apple brand. This emotional connection and their inclination to purchase an iPhone were found to be strongly correlated (correlation of 0.681). This indicates that, as previous academics like Schiffman and Thaler have stated, individuals have faith in Apple and are pleased to buy an iPhone.

The second objective was to observe how thought patterns, or biases, influence choices. Many claimed that they either follow the herd and purchase iPhones because their friends and family do, or they are afraid of missing out on new features. Because of habit, some people continue to use iPhones (status quo bias). These findings are consistent with previous research by Tversky and Kahneman. The third goal had to do with money. Many people purchase iPhones, usually on EMI, despite making less than ₹30,000 a month. More than 51% of respondents stated that purchasing an iPhone doesn't put them under financial strain, and more than 49% preferred EMI. This demonstrates how discounts and payment plans enable consumers to purchase pricey phones.

Additionally, those who claimed that using an iPhone gave them a sense of confidence and happiness were more inclined to purchase one in the future (t-test p-value = 0.006). Additionally, brand value was crucial; people's willingness to pay more was strongly correlated with brand image ( $r = 0.727$ ). All things considered, this study demonstrates that purchasing an iPhone involves more than just the device; it also involves emotions, routines, peer pressure, and ease of payment. These insights should be used by businesses to create more emotionally compelling advertisements and offerings.

## Implications

Both academically and practically, the study "A Study of Behavioural Finance in Buying Decisions for iPhones: With Reference to the Pune Region" is significant. From an academic standpoint, this study clarifies that consumers do not necessarily purchase pricey phones, such as iPhones, based only on their features or quality. Their choices are frequently impacted by psychological and emotional aspects. For instance, some purchase iPhones to display their social standing or to keep up with trends or because they don't want to miss out (FOMO). Behavioural finance, which examines how people base financial decisions on emotions rather than reason, includes social and emotional factors.

Practically speaking, by emphasizing emotional appeal and social image, this study can assist marketers in creating better ads. Additionally, it assists banks and financial institutions in developing loan and EMI plans that meet the needs of their clients, particularly for pricey goods like iPhones. In summary, the study provides insightful information about how people's

financial planning, social influence, and emotions interact to impact their decision to purchase a high-end smartphone.

## Conclusion

This study examined the factors that influence iPhone purchases in Pune. Most iPhone purchasers are young (18–34 years old), suggesting that younger consumers are more drawn to the device, perhaps because of societal trends and brand perception. Nearly equal numbers of men and women enjoy iPhones. It's interesting to note that many people who make less than ₹30,000 a month are nonetheless able to purchase iPhones, either through personal savings or EMIs. This demonstrates that their purchasing decisions are heavily influenced by emotions rather than just financial ability.

Consumers purchase iPhones because they regard the device as a status symbol, have an emotional attachment to it, and trust the brand. A lot of people think that iPhones are safer and more dependable than Android phones. Friends, relatives, and internet reviews also have an impact on their lives. When using an iPhone, several people report feeling happier and more self-assured. People continue to pick iPhones because of their brand value, resale value, and personal happiness, despite the high price. Most users even intend to repurchase iPhones in the future. To put it briefly, a combination of feelings, peer pressure, financial instruments like EMIs, and high brand trust all play a role in iPhone sales.

Future research will examine how consumers' purchasing decisions in other areas or for other high-end products like laptops, smartwatches, or electric cars are impacted by behavioral finance. The behavior of urban and rural consumers can also be compared, and the impact of influencer culture and digital marketing on emotional purchasing can be examined. A long-term study can also demonstrate how changes in income or life stage affect consumer behavior.

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## Conflict of Interest

The author declares that this research endeavor is free from conflicts of interest. No opinions are influenced by other sources; all are based solely on scholarly research and individual analysis.

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