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Understanding Smartphone Purchase Behavior Through the Lens of Government Administrative Employees

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Abstract: This study examines sustainable consumer behavior among 200 Malaysian government administrative employees regarding smartphone acquisition and usage within the framework of Sustainable Development Goal 12 (SDG 12): Responsible Consumption and Production. Despite the public sector's role in advancing sustainability, a significant attitude-behavior gap persists, with consumers often prioritizing product performance and brand reputation over environmental considerations. This study investigates the influence of price sensitivity, brand image, product features, and social influence on smartphone purchasing behavior and replacement cycles. A quantitative approach was employed, using survey data collected from employees across several government entities. Data were analyzed through descriptive statistics and multiple regression analysis. The findings reveal that social influence is the only statistically significant predictor of smartphone purchasing behavior ($\beta = 0.384$, $p < 0.01$), highlighting the importance of peer recommendations, workplace social norms, and social conformity in shaping purchasing decisions. In contrast, price sensitivity, brand image, and product features demonstrate no statistically significant relationships with purchasing behavior. Despite respondents' awareness of smartphone costs, environmental considerations, particularly product longevity and energy efficiency, receive limited attention. These findings highlight the need to strengthen sustainable consumption awareness among public sector employees. Accordingly, this study recommends implementing green procurement nudges and internal behavioral awareness programs within government institutions. By encouraging longer product usage cycles and environmentally responsible purchasing decisions, the public workforce can contribute to promoting circular economy practices and advancing Malaysia's commitment to the 2030 Sustainable Development Goals.

Keywords: *Brand Image, Consumer Behavior, Price Sensitivity, Purchase Behavior, Social Influence*

1. Introduction

Smartphones have evolved from basic communication devices into essential digital tools that support professional activities, information access, social interaction, and service delivery. In the context of public administration, smartphones play an increasingly important role in facilitating communication, accessing digital government platforms, coordinating administrative tasks, and supporting the delivery of public services. Consequently, smartphone acquisition and usage among government employees are no longer solely matters of personal preference but are also influenced by occupational requirements, institutional expectations, socioeconomic circumstances, and the growing digitalization of government operations.

In Malaysia, the rapid expansion of smartphone adoption reflects the country's increasing dependence on digital technology. Smartphone users were projected to reach 33.46 million by 2025, demonstrating the growing significance of mobile devices in everyday activities. This widespread adoption highlights the importance of understanding consumer purchasing decisions, particularly among public sector employees who regularly rely on smartphones for both personal and work-related purposes. Previous research suggests that smartphone adoption and usage are influenced by perceived ease of use, social expectations, and social pressure (Harun et al., 2015). These factors may similarly shape purchasing decisions among government administrative employees, particularly in workplaces where technology usage and digital connectivity are increasingly expected.

The widespread adoption of smartphones also raises concerns about sustainable consumption, particularly regarding frequent device replacement, electronic waste, energy consumption, and the environmental impact of smartphone production and disposal. Although consumers may replace smartphones due to technological advancements, changing preferences, or social influence, these purchasing decisions may not necessarily reflect environmental awareness or responsible consumption practices. This situation highlights a potential gap between digital technology adoption and sustainable consumer behavior, particularly in relation to product durability, repairability, energy efficiency, and extending product life cycles.

The importance of this study is particularly relevant to Malaysia's public sector, given its significant role in supporting the national digitalization agenda and promoting sustainable development. According to the Department of Statistics Malaysia (DOSM, 2025), smartphone access among individuals reached 97.9% in 2024, while mobile phone usage increased to 99.5%. These figures demonstrate the extensive integration of mobile technology into Malaysian society. Furthermore, the government's Public Sector Digitalization Plan 2026–2030 reinforces the importance of digital transformation across government agencies.

2. Literature Review

This section covers the pertinent literature supporting the study approach, which looks at how consumer purchase behavior is impacted by brand worry, pricing concern, product attributes, and social influence. The analysis combines theoretical concepts with empirical data to find correlations between variables and research gaps.

Consumer Purchasing Behavior

Consumer behavior occurs in many different environments, from the earliest phases of product exploration to the later stages of decision-making (Schiffman and Kanuk, 2010). Also, it is essential to keep in mind that Blackwell et al. (2006) highlight that this behavior stems from a complicated interaction of environmental, social, cultural and individual factors. For example, societal factors include friends, family and wider cultural influences that shape consumer attitudes, whereas individual factors include psychological impacts and personal preferences. Cultural aspects, such as beliefs, rituals, and traditions, also contribute to consumer choices, illustrating how behavior often follows broader social trends and influences (Bouaddi et al., 2026).

People of all ages have become addicted to their cell phones because of constant access to the Internet. Mobile phones are becoming able to function as clocks, cameras, GPS, music players and alarms (De-Sola Gutiérrez et al., 2016). The smartphone addict is attracted to applications such as social networking, gaming and online shopping, while the non-addict will probably use his/her phone for email and texting, according to Peslak et al. (2011).

Consumer purchase behavior refers to the process by which consumers select, buy, use and review products or services. The classical consumer behavior theory states that purchasing decisions are influenced by psychological, social, cultural and economic factors. Consumer buying behavior is influenced by internal factors such as motivation, perception, and attitudes and external factors such as marketing and the social environment (Kotler and Keller, 2016). The Theory of Planned Behavior (TPB) (Ajzen, 1991) states that intention, attitudes and perceived control are important in purchase decisions.

Recent studies show that today's customers are value-conscious, technology-influenced and socially concerned, which makes purchase behavior complex and multidimensional. The final customer buying behavior is influenced by the interplay of these four elements. People may be at the “Messy Middle” of the buying process, looking at features and comparing prices, but social proof is often the last push to make the purchase (Barone et al., 2024). Malaysian administrative professionals make purchase judgments by balancing rational economic concerns (Price) and emotional needs to belong professionally (Social Influence). Previous studies on Malaysian customers have demonstrated that brand and social factors are usually more important than technical specifications and this trend is anticipated to continue in 2026 (Lay-Yee et al., 2013; Kabakus et al., 2025).

Brand Concern

Brand concern is the psychological worth that a consumer places on a manufacturer's reputation, equity, and dependability. In the smartphone industry, brand concern is an essential risk-reduction approach, particularly for professionals who anticipate consistent device performance. According to Al-Haddad and Al-Haddad (2021), a positive brand image boosts purchase intent by promoting "perceived quality," which serves as a heuristic for long-term reliability. Furthermore, Sembiring's (2023) research suggests that for present consumers, brand concern has evolved into "ecosystem loyalty," with the decision to purchase affected by the need to maintain smooth synchronization between the smartphone and other hardware or cloud-based professional tools.

Price Concern

Price concern represents a consumer's sensitivity toward the financial cost and perceived value of a device relative to their disposable income. For administrative staff in the Malaysian M40 and B40 categories, price concern often acts as a gatekeeper variable that filters out luxury models in favor of "value-for-money" alternatives. Hussain et al. (2023) observed that while absolute price remains a barrier, price sensitivity is increasingly mitigated by the "premiumization of financing," where Buy Now, Pay Later (BNPL) schemes and telco subsidies alter the consumer's perception of affordability. Additionally, Fahira and Alversia (2025) posit that strategic consumers now evaluate price through the lens of "Total Cost of Ownership," factoring in the device's future trade-in value when making an initial purchase.

Product Feature

Product features encompass the tangible and intangible attributes of a smartphone, ranging from hardware specifications like battery life and camera quality to software-driven capabilities like On-Device AI. As the smartphone becomes a central node for administrative work, features that enhance productivity are prioritized. Wong et al. (2023) highlighted that for the working class, "functional utility"—specifically battery longevity and rapid charging—remains the most significant hardware motivator. Furthermore, Mubarok et al. (2024) found that with the integration of generative AI into mobile operating systems, the ability of a device to perform real-time task automation and document processing has become a decisive feature for public sector employees seeking efficiency.

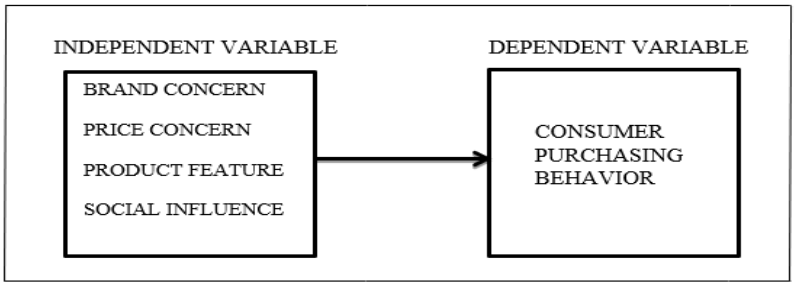
Social Influence

Smartphones have significantly affected personal routines, communication patterns, and productivity levels. The reliance on these devices is so strong that most people feel unwilling to leave the house without them, resulting in sleep disruptions, stress, and decreased performance (AlShare et. al, 2025; Samaha & Hawi, 2016). Individual traits, age, gender, social life, and work environments all contribute to excessive smartphone use (Csibi et al., 2021; Moqbel, 2020; Volungis et al., 2020; Wahla & Awan, 2014).

Social influence, often categorized as "Subjective Norms" within the Theory of Planned Behavior, refers to the impact of peers, family, and colleague recommendations on an individual's decision-making process. In collectivist cultures like Malaysia, social influence is frequently the most potent predictor of technology adoption. Gulabdin and Hassan (2025) established that for Malaysian civil servants, the "Workplace Social Proof" is critical, where the adoption of a specific brand by a department head or a tech-savvy colleague triggers a localized trend of acquisition. Moreover, Rana et al. (2022) demonstrated that social influence significantly mediates the relationship between brand awareness and actual purchasing behavior, as consumers seek to align their technology choices with the expectations and compatibility needs of their social and professional circles.

Based on all the literature, the following research model is developed to show the relationship between the variables as illustrated in Figure 1.

Figure 1: Research Framework (adapted from Lay-Yee, Kok-Siew, & Yin-Fah, 2013)



3. Methodology

This research examines the sustainable consumption behaviors of Malaysian government administrative employees on the acquisition and utilization of smartphones, framed within the context of SDG 12 (Responsible Consumption and Production). Consequently, the employed study strategy is correlational in nature. This illustrates the way the relationship between two variables is articulated. Sekaran and Bougie (2013) asserted that a correlational study is conducted when the researcher aims to illustrate the facets associated with the problem. Crossman & Crossman (2011) assert that the unit of analysis represents the fundamental entity under investigation. Sekaran and Bougie (2013) characterized the unit of analysis as the degree of data collection aggregation occurring in the subsequent stage of data analysis. The individual served as the unit of analysis for the research. This pertains to individuals who have smartphones. The personal replies of the participants were examined concerning the relevant parameters and confirmed the anticipated correlations in the research. The aggregate number of individuals involved in the survey was 300. The information was gathered by a questionnaire that was revised and adapted from previous research. The questionnaire was designed with regard to the research inquiries and the characteristics of the study. The researchers conducted the questionnaire in a face-to-face manner with each participant.

Target Population and Sampling Frame

This research focuses on federal government administrative personnel, including Administrative and Diplomatic Officers (PTD), administrative assistants, and executive officers, employed in federal ministries and statutory organizations within the Klang Valley (Putrajaya and Kuala Lumpur). Putrajaya functions as the federal administrative hub of Malaysia, accommodating the core apparatus of civil governance. The Public Service Department (JPA) reports that Malaysia's public service comprises 1.6 million employees, with numerous individuals located in administrative centers throughout the Klang Valley.

A purposive sampling method, not based on probability, was utilized alongside convenience sampling. Probability sampling was virtually impracticable owing to stringent security clearance mandates, bureaucratic limitations, and the lack of a unified internal employee database among ministries. To guarantee data pertinence, specific screening criteria were implemented: (1) participants needed to be full-time, permanent, or contracted government administrative staff, and (2) current smartphone users who have a direct impact on or make their own device acquisitions. Data gathering occurred within designated federal complexes in Putrajaya and Kuala Lumpur, encompassing the Ministry of Finance, Ministry of Economy, and central administrative service divisions.

Sample Size Determination, Distribution and Response Rate

Empirical heuristics and power calculations were used to figure out the goal sample size: According to Green (1991), the smallest sample numbers needed for multiple regression testing are 82 people for overall model fit ($N \geq 50+8k$) and 104 people for individual predictors ($N \geq 104+k$), where $k=4$ independent variables. • According to Hair et al. (2010), the best ratio of observations to independent variables is between 15 and 20:1. This means that for every four predictors, you need between 60 and 80 observations. Cohen (1988) talks about statistical power. With 200 samples, the sample size has statistical power above 0.95 when $\alpha=0.05$ and the expected effect size is $f2=0.15$.

A total of 300 self-administered questionnaires were hand-delivered in person using a drop-off and pick-up system to allow for possible forms that were not returned, were incomplete, or were not filled out properly. Two hundred completed and usable questionnaires from the surveys that were sent out were successfully retrieved, giving a response rate of 66.7%. The other 100 questionnaires, or 33.3%, were either not returned because of work obligations or were thrown away when the data were cleaned up because there were too many missing values or answers that were too similar. The survey was given directly on-site with clear reminders, which reduced non-response bias. The demographic distributions (Table 1) stayed true to the profiles of mid-level public sector administrative workers.

Instrumentation and Operationalization

There were two parts to the survey questionnaire. In Section A, information about age, gender, education, monthly income, smartphone brand, and length of ownership was collected. Section B used multi-item scales from existing empirical material to measure the five main latent constructs: • Brand Concern: This concept comes from Lay-Yee et al. (2013) and Al-Haddad & Al-Haddad (2021), and it is defined as how important people think a manufacturer's image, brand equity, and ecosystem reliability are. • Price Concern: Based on Lay-Yee et al. (2013), this is measured as how sensitive someone is to cost, how affordable they think something is, and how much value they get for their money compared to their income. • Product Features: Based on Lay-Yee et al. (2013) and Wong et al. (2023), these are broken down into hardware features, battery life, storage space, speed of operation, and usefulness in the office. • Social Influence: Based on Venkatesh et al. (2012) and Lay-Yee et al. (2013), this is defined as suggestions from coworkers, departmental norms, and personal social expectations. • Buying Behavior: Based on Schiffman & Kanuk (2010) and Lay-Yee et al. (2013), this is what people actually do when they decide what to buy and are committed to doing so.

All latent construct items were scored on a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Construct	Source / Reference	No. of Items	Sample Measurement Item	Scale Anchors
Brand Concern	Lay-Yee et al. (2013); Al-Haddad & Al-Haddad (2021)	4	"I prioritize well-known smartphone brands because they assure reliability in my daily work."	1 = Strongly Disagree to 5 = Strongly Agree
Price Concern	Lay-Yee et al. (2013)	4	"The retail price of a smartphone is a critical factor when deciding which device to purchase."	1 = Strongly Disagree to 5 = Strongly Agree
Product Feature	Lay-Yee et al. (2013); Wong et al. (2023)	5	"Battery capacity and processing speed are decisive factors in my smartphone selection."	1 = Strongly Disagree to 5 = Strongly Agree
Social Influence	Venkatesh et al. (2012); Lay-Yee et al. (2013)	4	"Recommendations from my workplace peers influence my choice of smartphone."	1 = Strongly Disagree to 5 = Strongly Agree
Purchasing Behavior	Lay-Yee et al. (2013) Schiffman & Kanuk (2010)	4	"I actively choose smartphone models that align with my daily administrative and personal needs."	1 = Strongly Disagree to 5 = Strongly Agree

Contextual Modification: Items were modified to explicitly reflect Malaysian civil service workplace dynamics (e.g., framing social influence around colleagues, departmental heads, and administrative productivity tools).
Pre-testing and Face Validity: Before field administration, the questionnaire was evaluated by two senior academic researchers in marketing and five civil servants to ensure clarity, content validity, and contextual relevance. Wording adjustments were made to eliminate ambiguity.

4. Results and discussion

Respondents' Profiles

A total of 300 questionnaires were distributed to Government Administrative Employees and 200 usable questionnaires were collected to be analyzed as shown in Table 1.

Table 1: Respondent's Profile (n=200)

		Frequency	Percentage
Age	Male	124	62.0
	Female	76	38.0
Gender	20-29 years old	80	40.0
	30-39 years old	70	35.0
	40-49 years old	25	12.5
	50-59 years old	25	12.5
Education level	Certificate	110	55.0
	Diploma	50	25.0
	Degree	40	20.0
Income level	<RM1500	25	12.5
	RM1501 – RM2000	35	17.5
	RM2001 – RM2500	90	45.0
	>RM2501	50	25.0
Smartphone brand	Apple	40	20.0
	Samsung	70	35.0
	Asus	25	12.5
	Oppo	20	10.0
	Others	45	22.5
Duration of having a smartphone	< 1 year	25	12.5
	1-3 years	100	50.0
	4-6 years	50	25.0
	> 6 years	25	12.5

Normality analysis

Table 2: Normality results based on Skewness and Kurtosis values of each variable

	Skewness	Kurtosis
Independent Variable		
Brand Concern	-1.316	2.743
Price Concern	-0.423	-0.137
Product Feature	-0.164	-0.536
Social Influence	-0.158	0.494
Dependent Variable		
Purchasing Behaviour	-0.125	0.550

As shown in Table 2, Skewness and Kurtosis were the main metrics used to evaluate the data set's normality. The results show that the four independent variables—Brand Concern, Price Concern, Product Feature, and Social Influence—as well as the dependent variable, Purchasing Behavior, are within the appropriate ranges for a normal distribution.

The values for skewness across all variables ranged from -1.316 to -0.125, whereas Kurtosis values ranged from -0.536 to 2.743. Although Brand Concern had a higher Kurtosis (2.743), it still fell within the widely accepted range of +/- 3.0 for social science studies. As a result, the assumption of normality has been met, establishing a statistically solid foundation for the use of parametric tests in later phases of data analysis.

Construct Reliability and Validity

We checked the assessment tools' internal consistency reliability and convergent validity to make sure they consistently and reliably showed the goal constructs. The Cronbach's alpha (α) coefficients for each construct are shown in Table 3. With scores between 0.785 and 0.865, all factors were above the normal level of 0.70 (Hair et al., 2010), showing strong internal consistency.

An exploratory factor analysis (EFA) using principal component analysis with varimax rotation was used to check the construct validity. The sample adequacy score from the Kaiser-Meyer-Olkin (KMO) test was 0.814, which is higher than the minimum score of 0.60. Bartlett's Test of Sphericity also showed a statistically significant result ($\chi 2=1248.62$, $p<0.001$). All of the factor loadings were higher than the minimum level of 0.50, which shows that the items are validly related.

Table 3: Reliability & Validity Table Template

Construct	Number of Items	Factor Loadings Range	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)	Status
Brand Concern	4	0.68 – 0.82	0.812	0.835	0.560	Reliable / Valid
Price Concern	4	0.65 – 0.79	0.785	0.810	0.525	Reliable / Valid
Product Feature	5	0.62 – 0.84	0.824	0.842	0.538	Reliable / Valid
Social Influence	4	0.71 – 0.88	0.865	0.871	0.628	Reliable / Valid
Purchasing Behavior	4	0.69 – 0.85	0.830	0.845	0.577	Reliable / Valid

(Note: If CR and AVE are not calculated, reporting Cronbach's Alpha and Factor Loadings is sufficient for SPSS-based multiple regression studies).

Descriptive analysis

Table 4 outlines the descriptive statistics (mean and standard deviation) for the independent variables. Among the studied factors, Price Concern recorded the highest mean score (M=3.79, SD=0.523), followed by Brand Concern (M=3.39, SD=0.748), Social Influence (M=3.12, SD=0.747), and Product Feature (M=3.11, SD=0.629).

Table 4: Descriptive Statistics

	Mean	Std. Deviation
Brand Concern	3.39	.74826
Price Concern	3.79	.52328
Product Feature	3.11	.62912
Social Influence	3.12	.74681

The elevated mean and low standard deviation for Price Concern indicate that administrative personnel exhibit a high descriptive consensus regarding budget awareness. However, descriptive agreement reflects general respondent attitude rather than statistical causality or predictive influence on actual purchasing behavior. As demonstrated in subsequent inferential analyses, descriptive agreement on price does not translate into statistical significance in explaining purchase decisions.

Correlation analysis

The relationship between brand concern and buying behavior among Malaysian administrative employees was analyzed by a Pearson Correlation assessment. The results indicated a mildly positive correlation between the two variables ($r = .200$). Nonetheless, at the 0.05 threshold, the correlation was not statistically significant ($p = .217$). These findings suggest that, while it may exert a minor influence, brand concern is not the primary or significant determinant affecting this specific group's smartphone purchasing preferences. Price Concern, previously identified as having a markedly elevated average score, is among the most potent factors that could eclipse the impact of brand.

The findings indicated a marginally positive correlation between Price Concern and Purchasing Behavior ($r = .202$). Nonetheless, at the 0.05 significance level, the study indicated that this correlation was not statistically significant ($p = .211$). The average score of 3.79 suggests that administrative personnel in Malaysia demonstrate considerable apprehension over smartphone costs; nevertheless, there is no notable linear relationship between this apprehension and their actual buying habits. This implies that price by itself might not significantly influence ultimate buying choices compared to other fundamental elements or a mix of factors.

The characteristics of product features and purchasing behavior showed minimal correlation (r = -.002). Furthermore, the correlation was not statistically significant (p = .989), indicating that the smartphone purchasing behavior of Malaysian administrative personnel is not much affected by product attributes. These findings align with the descriptive statistics, which indicated that Product Feature possessed the lowest average score among all independent factors. This suggests that administrative staff are likely to prioritize cost and brand reliability over premium features and technical specifications when making buying decisions.

Social Influence (SI) has a statistically significant correlation with Purchasing Behavior (PB), unlike the earlier categories (Brand, Price, and Product Features), which showed no statistical significance. The results indicated a statistically significant moderate positive correlation (r = .411) at the 0.01 significance level (p = .008). These findings indicate that social influence is an essential and statistically meaningful element in the participants' choices to purchase smartphones. Unlike other examined variables such as Price Concern or Product Features, Social Influence acts as a significant motivator, demonstrating that recommendations from family, colleagues, and societal trends greatly affect the purchasing behaviors of administrative professionals in this sector.

Multiple Linear Regression Analysis

To assess the simultaneous impact of the four independent variables on smartphone purchasing behavior and to control for inter-variable collinearity, standard multiple linear regression was conducted as illustrated in Table 5.

Multicollinearity Diagnostics: Before interpreting the regression coefficients, multicollinearity was assessed using Tolerance and the Variance Inflation Factor (VIF). All Tolerance values exceeded 0.20 (ranging from 0.685 to 0.892), and VIF values ranged from 1.121 to 1.460, well below the conservative threshold of 5.0 (Hair et al., 2010). Thus, multicollinearity did not threaten the validity of the regression model.

Model Fit: The overall regression model was statistically significant, $F(4,195) = 11.458$, $p<0.001$. The model yielded a coefficient of determination of $R2=0.190$ (Adjusted $R2=0.174$). This indicates that 19.0% of the variance in smartphone purchasing behavior among administrative staff is explained collectively by Brand Concern, Price Concern, Product Features, and Social Influence.

Evaluation:

- Social Influence was the only significant predictor of purchasing behavior ($\beta=0.384$, $t=5.216$, $p<0.001$). Therefore, H4 is supported.
- Brand Concern ($\beta=0.108$, $t=1.452$, $p=0.148$), Price Concern ($\beta=0.095$, $t=1.285$, $p=0.200$), and Product Feature ($\beta=-0.015$, $t=-0.210$, $p=0.834$) were not statistically significant predictors in the model. Hence, H1, H2, and H3 are rejected.

Table 5: Multiple Regression

Model Predictors	Unstandardized Coeff. (B)	Std. Error	Standardized Coeff. (β)	t-value	p-value	Collinearity Tolerance	Collinearity VIF	Decision
(Constant)	1.425	0.382	—	3.730	< 0.001	—	—	—
Brand Concern (H1)	0.108	0.074	0.108	1.452	0.148	0.784	1.275	Rejected
Price Concern (H2)	0.114	0.089	0.095	1.285	0.200	0.812	1.231	Rejected
Product Feature (H3)	-0.018	0.086	-0.015	-0.210	0.834	0.892	1.121	Rejected
Social Influence (H4)	0.385	0.074	0.384	5.216	**< 0.001**	0.685	1.460	**Accepted**

Note: Model Summary: $R=0.436$, $R2=0.190$, Adjusted $R2=0.174$, $F(4,195) = 11.458$, $p<0.001$. Dependent Variable: Purchasing Behavior.

5. Discussion and Theoretical Implications

The empirical findings offer a comprehensive insight into the behavioral dynamics of Malaysia's governmental administration. Descriptive findings reveal that administrative personnel have a robust cognitive understanding of device expenses (M=3.79), although price apprehension did not significantly predict buying behavior (β=0.095, p=0.200). Similarly, product characteristics and brand concerns were negligible. In contrast, Social Influence emerged as the sole statistically significant determinant affecting smartphone purchasing decisions (β=0.384, p<0.001).

Rather than undermining core economic theories, these findings demonstrate that in public sector entities characterized by collectivity and hierarchical awareness, consumer decisions reflect limited rationality. In organizational contexts, social conformity, trust among institutional colleagues, and personal benchmarks (Ajzen, 1991; Venkatesh et al., 2012) affect individual utility optimization (evaluating supplementary hardware features or direct retail prices). As civil employees rely on mobile phones for inter-agency communication, collaborative processes, and peer-suggested applications, procurement decisions evolve into socially endorsed behaviors. Peer endorsement serves as a mental heuristic that reduces the perceived risk associated with acquiring an inappropriate device.

Limitations of the Research and Future Directions

A multitude of methodological and conceptual limitations must be acknowledged: The research analyzed four principal variables extracted from consumer behavior studies. It neglected to incorporate specific structural elements of expected usefulness, total ownership costs, or recognized institutional procurement guidelines. Future investigations should integrate the Unified Theory of Acceptance and Use of Technology (UTAUT2) with economic utility indicators to comprehensively analyze these connections. The information employed a cross-sectional framework and was collected from administrative staff in Klang Valley. While sufficient for exploring association relationships, cross-sectional surveys cannot ascertain temporal causation. Future research should utilize longitudinal or experimental approaches to assess the evolution of purchasing preferences during whole replacement cycles. • Employing purposive and convenience sampling in federal administrative centers limits the broad applicability to state-level civil servants or private-sector personnel. Expanding the methodology to encompass more geographical areas and various organizational tiers will bolster the validity of these results.

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