INVESTIGATING THE FACTORS THAT TRANSFORM EXPRESSED BEHAVIOR INTO ACTUAL BEHAVIOR - A CASE STUDY OF SMARTPHONE USERS IN PAKISTAN

**Sami Ullah[1], Abdul Waqar[2]*, Muhammad Tariq Jamshed[3],
Junaid Ahmad Zia[4] and Muhammad Zeeshan[5]**

ABSTRACT

The purpose of this research is to get an understanding of the elements that are responsible for the transition from stated behavior to actual conduct. In this research, I investigate the choices that people who already own smartphones make when buying a new one. In this research, the influence of demographic parameters, especially the ages, education levels, and income levels of customers, is investigated and analyzed. Users of smartphones are the focus of this particular research demographic. The study hypothesized that the expressed behavior impacts Actual Behavior also it was theorized that the demographic factors moderate the relationship between expressed behavior into actual behavior. The primary data was obtained employing a survey questionnaire, and around 220 replies were observed upon which regression and factor analysis were carried out in order to provide a more specific study of the behavior of smartphone users. According to the research findings, there is a significant and favorable connection between a person's outwardly displayed conduct and their true behavior. On the other hand, the study reveals that demographic characteristics have a favorable impact on actual behavior. As a result, the results of the research suggested that for businesses and manufacturers to satisfy the current demand of customers in Pakistan, they should take into account the demographic characteristics that have an impact on people who use smartphones. Future studies may be undertaken by shifting the focus from perceived to real employee behavior.

Keywords: Expressed Behavior; Emotions; Purchase Intention; Word of Mouth; Actual Behavior.

[1] School of Economics and Management, Shihezi University, China. Email: samiullahbusinessstudent@gmail.com
[2] School of Economics and Management, Shihezi University, China. Email: Waqarhxn64@outlook.com
[3] National College of Business Administration & Economics Sub-Campus Multan, Pakistan.
  Email: tariqjamshed56@gmail.com
[4] Zhongnan University of Economics and Law, Wuhan, China. Email: dr.junaidzia@hotmail.com
[5] School of Economics and Management, Shihezi University, China. Email: zeeshangujjar00423@gmail.com
Corresponding Author

INTRODUCTION

The theory of planned behavior was given by Icek Ajzen in 1985. According to this theory, Actual behavior is an individual response that is given concerning the situation of a specific target (Bosnjak et al., 2020; Ajzen, Icek 1991). According to Regan, actual behavior is Consumer behavior can be defined as consumer behavior to purchase goods or services to satisfy their needs. Also, consumers are involved in the decision making process and exchanging money for goods and services (Wongleedee, 2015). Cell phones have become one of the essential belongings of human beings and a necessity among the teenagers who grew up in the CMC era and considered their lives dreadful, dull, and drab without cell phones. The cell phone industry has been rated as among the rapidly growing categories of consumer items. This new technology is being used by all people irrespective of gender, economic status, educational background, and other demographic attributes. Consumers know products they know what they are purchasing to satisfy their needs and wants. Knowledge is very important for consumers to show actual behavior. If individuals have complete knowledge about the product they will purchase it and perform the behavior (Singh & Verma, 2017; Chow & Chen, 2015). Examining consumer actual behavior is to enhance the purchasing pattern of consumers, and how they absorb and utilize, both individual and organizational levels of consumers (Wongleedee, 2015). Consumer behavior talks about the individual's selection and use of the product to complete their needs. Personal factors influence the consumer behavior during purchase decision-making (Begum, 2015).

Expressive behavior is the self-interested quest for utility through acts and declarations that confirm a person's identity. An expressed behavior or descriptive trait is obvious or outwardly constant that one person may use to describe another. In other words, if someone asked a friend what kind of personality I had, they would think of a trait that I had expressed more than once. Emotion is a part of communication and strongly affects social interaction. To express with the face is the best and most efficient way of transmitting emotions. Even emotions directly or indirectly influence decision-making (Wei & Zhao, 2016). Purchase intention is the number of chances that consumers purchase the product. When purchase intention increases then there is the possibility that consumers will purchase the product (Rizwan et al., 2004). Consumer purchase intention toward goods or services depends on consumer demand (Lee, Cheng, & Shih, 2017).

Words of mouth communication is one of the most important tools for consumers it makes a consumer able to evaluate the product. Words of mouth influence consumer expectations, awareness, perceptions, and attitudes. Positive word of mouth can influence the consumer to purchase the brand and negative word of mouth can damage a brand's reputation (Özdemir et al., 2016). Word of Mouth is very important because it influences consumer's brand awareness, brand attitude, brand loyalty, purchase intention, and decisions "Word of Mouth" (WOM) marketing is when customers tell their friends, family, and coworkers about a company's product or service. Eighty-eight percent of customers say they are more likely to try a new product based on a suggestion from a friend than they are to try an advertisement they saw on television. WOM marketing may be fostered when a company goes above and above with its products, services, and communication with its customers. The finest word-of-mouth marketing methods are mentioned by the Word-of-Mouth Marketing Association (WOMMA) as being truthful, credible, social, repeatable, quantifiable, and considerate. Buzz, blogs, and social media marketing are all examples of the many methods that make up word-of-mouth (WOM) advertising ("Chris" Yang et al., 2012).

LITERATURE REVIEW

Actual Behavior

Actual behavior is an individual response that is given concerning a situation to a specific target (Bosanjak et al., 2020; Ajzen, 1991). Behavioral intention is the degree to which specified behavior is performed by those persons who have power over it (Chow & Chen, 2015). Actual behavior is an action that is performed by an individual (Weber, 2019). Actual behavior is an individual's response to all things and situations that are related to it (Sata & Belete, 2013). Words of Mouth influence actual behavior it provides the necessary information to perform the behavior (Özdemir et al., 2016). According to Regan, actual behavior is Consumer behavior can be defined as, Consumer performing behavior to purchase goods or services to satisfy their needs. Also, consumers are involved in decision making process and exchanging money for goods and services (Wongleedee, 2015).

The theory of Reasoned Action also defines behavior. According to this theory, Behavior is the intention of an individual to perform or not to perform a given action. Consumers know products they know what they are purchasing to satisfy their needs and wants. Knowledge is very important for consumers to show actual behavior. If individuals have complete knowledge about the product they will purchase it and perform the behavior (Singh & Verma, 2017).

Actual behavior is the power of an individual to perform a behavior. When the intentions are strongest of an individual then it will be more chances he or she will perform behavior (Chow & Chen, 2015). The behavior of consumers to purchase depends on demographic factors like their age, occupation, lifestyle, economic conditions, and personality (Rahim et al., 2016). Perception plays an important role in performing behavior. Perception tells that an individual should or should not perform the behavior (Chow & Chen, 2015). The behavior of humans is both stable as well as variable it will change according to the situation (Jones et al., 2017). The distinct genuine way of actually behaving should be illustrated by complete distribution comparatively by isolated persons (Jones et al., 2017). The actual behavior of the consumer is defined as, the consumer's response to the product after observing it (Sata & Belete, 2013). The income level of consumers shows their behavior if the income level increases providing more purchasing power (Liu & Niyongira, 2017). The pre-purchased condition of the consumer is very important because after it consumer will show actual behavior for the product (Sata & Belete, 2013).

Consumer decisions about what they finally buy and show actual behavior towards product depend on some external and internal factors like quality, time spent consumer for looking at the product, the number of units sold per year, and also the number of times consumers return for the same product (Gidlöf et al., 2017). Consumer purchasing is planning to buy goods or services on the post date, it is not compulsory to implement it. Because it depends on an individual's ability to perform or not perform (Rahim et al., 2016). All mobile phone users use mobile phones for a variety of purposes (Nittala, 2015). Demographic characteristics like age, occupation, economic conditions, lifestyle, and personality influence consumers buying behavior. Every individual has its own unique set of characteristics by nature and factors like; age, occupation, economic status, lifestyle, and personality have a great influence on their buying behavior (Rehman et al., 2017). Age is a very important factor because it creates differences among consumers' consumption patterns. With time hobbies, consumption patterns, and choices of consumers change. (Rehman et al., 2017). A decision is a response that which consumer gives between two are more alternatives and selects one. All the consumers show many actual behaviors daily. When a consumer makes a decision to purchase something we cannot say is its actual behavior when the consumer implements on decision the consumer shows then actual behavior (Alfred, 2013). Consumer buying behavior mostly depends on two important and major factors. One of these factors is the individual factor and the other is the environmental factor. These are the main factors behind the decision of consumers (Sata & Belete, 2013). For purchasing the product, most consumer uses four types of sources to get

knowledge and then show actual behavior to purchase the product. These four sources are (1) At the personal level (e.g., family and friends), (2) At the commercial level (aids, websites), (3) public relations (e.g., through media like Facebook, Twitter, and WhatsApp), and (4) Experience itself and others (i.e. experience obtained by using the product or researching) (Jun & Park, 2016). Consumer actual behavior depends on expectation benefits that get consumers from the product. There are many useful means like print media and mobile phones which are used by the consumer for purchasing products (Moser, 2016). Consumer behavior reveals the individuals toward the selection and use of the product to complete their needs. Personal factors influence consumer behavior during purchase decision-making (Begum, 2015). Consumer actual behavior is consumer decisions that are made by consumers (Simpson et al., 2012). A person with a positive attitude has great intention to perform behavior (Tang et al., 2014).

Expressed Behavior

Emotions

Emotions are powerful feelings caused by events, moods, or relationships. Emotions toward a product relate to positive feelings upon using the brand, emotions also increase consumer loyalty toward the product (Asshidin et al., 2016). Emotion is a part of communication and strongly affects social interaction. To express with the face is the best and most efficient way of transmitting emotions. Even emotions directly or indirectly influence decision-making (Wei & Zhao, 2016).

Purchase Intention

Purchase intention is defined as indicating that consumers plan to purchase a certain product or service in the future. Advertisements increase consumer purchase intention (Martins et al., 2019). Negative Word of Mouth affects the customer purchase intention and is harmful to brand image (Balaji et al., 2016). Purchase intention is defined as a consumer searching for and evaluating products that will satisfy their needs. Purchase intention is a part of consumer behavior. Consumer purchase intentions change from time to time due to different factors such as social lifestyle and country industrialization (Asshidin et al., 2016). A consumer attitude and evaluation of consumer buyer purchase intention. Purchase intention is several chances that consumers purchase the product. When purchase intention increases then there is the possibility that consumers will purchase the product (Rizwan et al., 2004). Purchase intention is planning to purchase goods or services in the future, it is not compulsory to perform a behavior because it depends on the consumer's ability to perform (Rahim et al., 2016). Purchase intention is a process by which consumers make planning for the purchase of goods are services to satisfy

their needs and wants (Lee et al., 2017). Consumer purchase intention toward goods or services depends on consumer demand (Lee, Cheng, & Shih, 2017). The concept of buying intentions reflects consumers' behavior in short we can say that it is future buying decisions (Asshidin et al., 2016).

Word of Mouth

Word-of-mouth communication is one of the most important tools for consumers, it makes a consumer able to evaluate the product. Word of mouth influences consumer expectations, awareness, perceptions, and attitudes. Positive word of mouth can influence the consumer to purchase the brand and negative word of mouth can damage a brand's reputation (Özdemir et al., 2016). Word of Mouth is very important because it influences consumer's brand awareness, brand attitude, brand loyalty, purchase intention, and decision ("Chris" Yang et al., 2012). Word-of-mouth communication is a very effective tool; it forces the consumer to make purchase decisions. It plays an important role in consumer purchase decisions. Word of Mouth is consumer-to-consumer communication about the products and services (Basri et al., 2016). Word of Mouth influences the purchase decision of the consumer, it is the condition before the purchase of a product or service, when they do not know what kind of goods or services they receive (Basri et al., 2016).

Attitude

Attitude is defined as, a tendency to behave in a favorable or unfavorable (positively or negatively) behavior concerning a given idea, object, person, or situation (Rasheed et al., 2014). Attitude is important because it determines consumer action. A positive attitude is related to intentions (Rasheed et al., 2014). Attitude is the mental state of an individual which helps them how to respond to their surroundings and environment (Chaudhary et al., 2014). Attitude is the best predictor of intention to buy a certain product (Rana & Paul, 2017). Attitude is in important factor that influences purchase intention (Lee et al., 2017). Attitude is a mental state of readiness, which influences the response of the people to all objects and situations with which they are confronted. Attitude is also found great effect on behavior because it provides strength to intentions to perform behavior (Kumar et al., 2017). Attitude plays an important role concerning consumers because it influences thoughts, feelings, and the most important thing in the decision making process (Das, 2014).

CONCEPTUAL FRAMEWORK

For the wonder of Factors that transform the expressed behavior into actual behavior, there is a need for a reasonable system that captures those factors that transform the expressed behavior

into actual behavior. The reasonable system as in (figure 1) shows the basic relationship. The system used gives a solution to focus on specific factors for research. These factors depend on the writing that is verified in the factors that transform the expressed behavior into actual behavior on the representative design. The structure of the test is used:

H1: Expressed Behavior impacts Actual Behavior.

H2: Demographic factors moderate the relationship between Expressed Behavior into Actual Behavior.
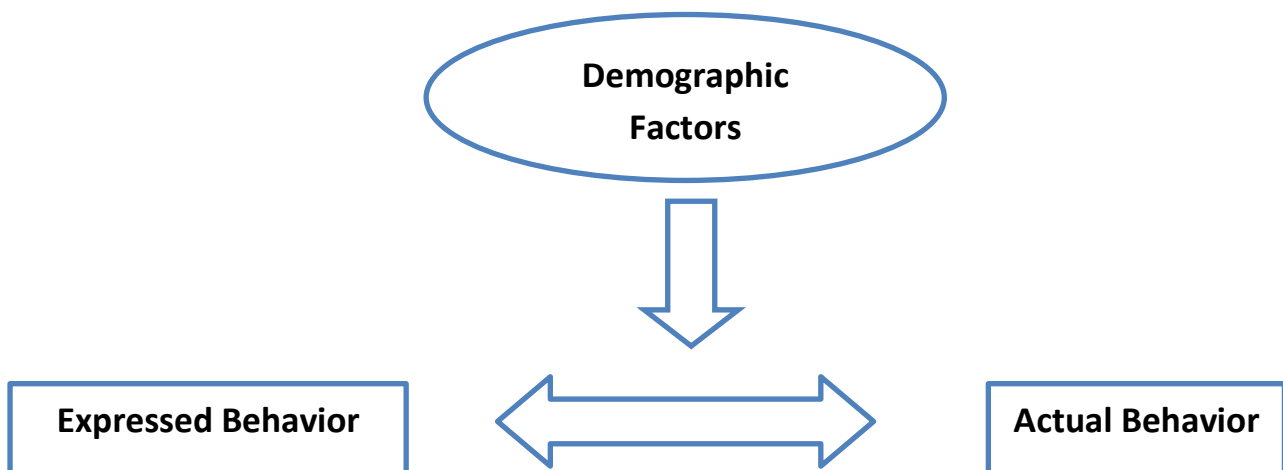
Demographic Factors

Expressed Behavior

Actual Behavior

Figure 1. Conceptual Framework

RESEARCH METHODOLOGY

This section details the methodology and research strategy used in this study. When we talk about "data collection instruments," we're referring to things like paper questionnaires and computer-assisted interviewing systems. Case studies, checklists, interviews, and even observation and surveys or questionnaires are all used to compile information. All of the study's data, which is primary, was gathered using a questionnaire scored on a five-point Likert scale. The current study is designed to examine the factors that influence the transition from state to real conduct. The two research hypotheses will be addressed while keeping the goals in mind.

Population and Sample

The target population is all the cell phone users in Pakistan. For our study effort was made to collect data from 220 respondents.

Data Collection Method

Primary data gathering is the sole method used in this investigation. The core data collecting tool, a structured questionnaire, was created to gather information on demographic

characteristics to quantify real behavior. All of the items on the survey were multiple-choice. Participants in this research are individuals who have access to a smartphone. Respondents were assured that their information would not be shared with any other parties and would be used only for academic analysis. Multiple authors' surveys were used.

Research Instrument

The questionnaire survey was used for quantitative research in this study. The research framework and the examination of the prior literature served as the basis for all of the study questions. The survey has three distinct sections. First, we'll talk about the demographics of the people that filled out the survey. The second section focuses on real-world application questions. In the last, third section, you'll find questions probing your open-ended conduct. Responses were compiled using a 5-point Likert scale, with 1 representing a severe disapproval, 2 a moderate disapproval, 3 a neutral approval, 4 an agreement, and 5 a strong agreement.

Data Analysis

In this study, Statistical Package for Social Sciences (SPSS) for Windows (IBM SPSS Statistics, Version 25) was used to perform descriptive statistics. Similarly, Pearson's correlation coefficient between Expressed Behavior and Actual Behavior. The high (low) value of Pearson's correlation represents the same (different) variations among expressed and actual behavior. Additionally, we used Reliability Analysis to determine the causal relationships among independent variables and dependent variables. The reliability of the scale was measured by using Coronach's alpha technique which was measured as above 0.7 indicating a highly reliable scale for the study. Regression Analysis was conducted to predict the dependence of the dependent variable on the independent variable. Similarly, the Durbin Watson test was conducted to identify the relationship between dependent and independent variables.

Demographic Distribution of the Sample Data

Personal and demographic information of the respondents is presented in the following table.

Table 1. Demographic distribution of the sample data

Variable	Category	Frequency	Percentage
Gender	Male	104	47.3
	Female	116	52.7
Age	20-29	88	40.0
	30-39	70	31.8
	40-49	47	21.4
	Above 50	15	6.8

Education	Undergraduate	37	16.8
	Graduate	68	30.9
	Postgraduate	59	26.8
	M.Phil.	44	20.0
	PhD	12	5.5
Income	Below 20000	53	24.1
	20000-30000	73	33.2
	30000-40000	59	26.8
	Above 40000	35	15.9

Regarding gender, out of 220 respondents in which 104 respondents were men which is 47.3%, and women were 116 which is 52.7%. Regarding the age group, out of 220 respondents, 88 respondents were 20-29, that is 40.0% of the total sample. 70 respondents were in the age group of 30-39, which makes 31.8%. 47 respondents belong to the age of 40-49, that is 21.4%. 15 respondents were in the age of above 50, that is 6.8%. Regarding education level, the total number of respondents was 220 of which undergraduate was 37 which is 16.8%. 68 respondents were graduates, that is 30.9%. The respondents in postgraduate were 59, that is 26.8%. The 44 respondents were in M.Phil., that is 20.0%. 12 respondents were in PhD, that is 5.5%. Regarding Income, the person with a monthly income below 20000/- was 53 which made up 24.1% of the sample. Above 20000/- up to 30000/- was 73, making it 33.2%. The income level above 30000/- up to 40000/- was 59, which was 26.8%, and income above 40000/- was 35, which was 15.9% of the total sample of the study.

Reliability Analysis

Table 2. Reliability Statistics

Cronbach's Alpha	No. of Items
.814	28

The Cronbach's Alpha value is .814 which shows that the scale is reliable.

Hypothesis Testing
This section of the study finally tests the model after satisfying the requirements of reliability and validity. The casual relationships of the independent variable were measured on dependent variables.

Correlation Analysis

Table 3. Correlations between Expressed and Actual Behavior

		EB	AB
EB	Pearson Correlation	1	.552**
	Sig. (2-tailed)		.000
	N	220	218
AB	Pearson Correlation	.552**	1
	Sig. (2-tailed)	.000	
	N	218	218

Pearson Correlation between Expressed Behavior and Actual Behavior is found to be .552 (p-value = .000) which shows a strong positive but significant relationship between the variables. Meanwhile, the P value of .000 is sufficient to reject our null hypothesis. Hence our alternative hypothesis is accepted which means there is some relationship between expressed behavior and actual behavior.

Correlation between Gender and Actual Behavior

Table 4. Correlation between Gender and Actual Behavior

		Gender	**AB**
Gender	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.633
	N	220	218
AB	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.633	
	N	218	218

The above table shows that the correlation value is -.032 which means a weak negative relationship exists between gender and actual behavior. The P-value is .633 which is above 0.05 and is insignificant.

Correlation between Age and Actual Behavior

Table 5. Correlations between Age and Actual Behavior

		Age	**AB**
Age	Pearson Correlation	1	.317[**]
	Sig. (2-tailed)		.000
	N	220	218
AB	Pearson Correlation	.317[**]	1
	Sig. (2-tailed)	.000	
	N	218	218

Table 5 demonstrates the Correlation value is .317 which means a weak positive relationship exists between age and actual behavior. The P-value is .000, which is below 0.05 is significant.

Correlation between Education and Actual Behavior

Table 6. Correlations between Education and Actual Behavior

		AB	**Education**
AB	Pearson Correlation	1	.243[**]
	Sig. (2-tailed)		.000
	N	218	218
Education	Pearson Correlation	.243[**]	1
	Sig. (2-tailed)	.000	
	N	218	220

Table 6 shows a correlation value of .243 which means a weak positive relationship exists between education and actual behavior. The P-value is .000, which is below 0.05 and is significant.

Correlation between Income and Actual Behavior

Table 7. Correlations between Income and Actual Behavior

		AB	Income
AB	Pearson Correlation	1	.240**
	Sig. (2-tailed)		.000
	N	218	218
Income	Pearson Correlation	.240**	1
	Sig. (2-tailed)	.000	
	N	218	220

In the above table, the correlation value is .240 which means a weak positive relationship exists between income and actual behavior. The P-value is .000, which is below 0.05 and is significant.

Regression Analysis

Table 8. Regression Analysis

R-Value	Durbin Watson	Significance Value
.552	1.667	.000

Note: Independent variable: Actual Behavior; Dependent variable: Expressed Behavior

In the above table, the .0552 R-value depicts that the dependent variable is 55.2% predicted by the independent variable. Durbin Watson value is 1.667 which shows the positive relationship between I.V and D.V. Meanwhile the significance value is 0.000 which is sufficient to "not accept" the null hypothesis and accept the alternate hypothesis.

Table 9. Regression Analysis

R Square Value	Durbin Watson	Significance Value
.309	1.673	.000

Note: Independent variable: Actual Behavior; Dependent variable: Expressed Behavior.
Moderating variable: Demographic Factors

Table 9 shows the .309 value of R Square value depicts that the dependent variable is 30.9% predicted by the independent variable. Durbin Watson's value is 1.673 which shows the positive relationship between I.V, M.D, and D.V. Meanwhile the significance value is 0.000 which is sufficient to "not accept" the null hypothesis and accept the alternate hypothesis.

Table 10. Regression Analysis

R Square Value	Durbin Watson	Significance Value

.308	1.671	.000

Note: Independent variable: Actual Behavior; Dependent variable: Expressed Behavior; Moderating variable: Gender

The value, .308 of R Square in the table above depicts that the dependent variable is 30.8% predicted by the independent variable. Durbin Watson's value is 1.671 which shows the positive relationship between I.V and D.V. Meanwhile the significance value is 0.000 which is sufficient to "not accept" the null hypothesis and accept the alternate hypothesis.

Table 11. Regression Analysis

R Square Value	Durbin Watson	Significance Value
.310	1.695	.000

Note: Independent variable: Actual Behavior; Dependent variable: Expressed Behavior; Moderating variable: Age

The R Square value depicts that the dependent variable is 31% predicted by the independent variable. Durbin Watson's value is 1.695 which shows the positive relationship between I.V and D.V. Meanwhile the significance value is 0.000 which is sufficient to "not accept" the null hypothesis and accept the alternate hypothesis.

Table 12. Regression Analysis

R Square Value	Durbin Watson	Significance Value
.306	1.664	.000

Note: Independent variable: Actual Behavior; Dependent variable: Expressed Behavior; Moderating variable: Education

The .306 R Square value depicts that the dependent variable is 30.6% predicted by the independent variable. Durbin Watson's value is 1.664 which shows the positive relationship between I.V and D.V. Meanwhile the significance value is 0.000 which is sufficient to "not accept" the null hypothesis and accept the alternate hypothesis.

Table 13. Regression Analysis

R Square Value	Durbin Watson	Significance Value
.307	1.669	.000

Note: Independent variable: Actual Behavior; Dependent variable: Expressed Behavior; Moderating variable: Income

The value .307 of R Square depicts that the dependent variable is 30.7% predicted by the independent variable. Durbin Watson's value is 1.669 which shows the positive relationship between I.V and D.V. Meanwhile the significance value is 0.000 which is sufficient to "not accept" the null hypothesis and accept the alternate hypothesis.

CONCLUSION

This research aimed to determine what influences people to follow through on their stated intentions. This research adds to our understanding of how demographic variables like household income, level of education, and age play a role in influencing consumers' choices when it comes to acquiring a smartphone. This study also implies that customers evaluate demographic characteristics while making buying choices.

The study's findings reveal important truths about people's real actions. The first hypothesis of this study was "Ho: Expressed Behavior does not have any impact on Actual Behavior. H1: Expressed Behavior impacts on Actual Behavior". The results showed that the correlation value is .552 (p-value = .000) which shows a strong positive but significant relationship between the variables. Meanwhile, the P value of .000 is sufficient to reject our null hypothesis. Hence our alternative hypothesis is accepted which means there is some relationship between expressed behavior and actual behavior. The second hypothesis of this study was "Ho: Demographic factors do not moderate the relationship between Expressed Behavior into Actual Behavior. H1: Demographic factors moderate the relationship between Expressed Behavior into Actual Behavior". The results showed that the .309 R Square value depicts that the dependent variable is 30.9% predicted by the independent variable. Durbin Watson's value of 1.673 shows the positive relationship between I.V, M.D, and D.V. Meanwhile the significance value is 0.000 which is sufficient to "not accept" the null hypothesis and accept the alternate hypothesis.

Overall, this study would add to our knowledge of the variables that influence prospective smartphone buyers' propensity to make a purchase. To match the present demand of customers in Pakistan, businesses and manufacturers would find this study to be a useful resource.

LIMITATIONS AND FUTURE RESEARCH

The current research was only able to cover one city in Pakistan (Layyah), therefore its findings should not be taken as representative of the population as a whole in Pakistan. There is a very limited sample size in the current study; future studies may expand the sample size and gather data from other significant cities in Pakistan, such as Lahore, Karachi, and Islamabad. Future studies may be undertaken by shifting the focus from perceived to real employee behavior. The reliability of the results may suffer as a result. There is undeniably a need for further study in this area to improve our knowledge of the mechanisms that translate intentions into action.

There were significant theoretical ramifications of this discovery. The first thing this study does is add to the growing body of research on the negative effects of mobile phone distraction by investigating the underlying mechanism by which such distraction might have an impact on one's mental health. This research conceptually broadens our understanding of the causes of problematic mobile phone usage and explores the consequences of this behavior. Current research adds to the body of knowledge on distraction-conflict theory by highlighting the detrimental effects of mobile phone distraction on mental health. Testing the theory's viability concerning cell phone distraction and CEF also confirms the legitimacy of the struggle between these two important factors.

The phenomena of cognitive emotional preoccupation have recently been observed in the study of mobile phone distraction. Second, the study's authors hope their findings will lead to a deeper appreciation of the link between mobile phone use and the development of cognitive emotion per occupation and its effect on mental health. Finally, the study adds to the literature and complements earlier research on attention control by investigating the moderating role of attention control on the relationship between mobile phone distraction, cognitive emotional per-occupation, and psychological well-being.

Some real-world applications may be drawn from the findings of this research. The first step in avoiding the psychological problems that might arise from excessive cell phone use is to cut down on use. Second, the results have policy ramifications, as educational institutions will need to inform students of the psychological repercussions of cell phone overuse, encouraging them to cut down on their use when engaged in regular tasks. Finally, this research adds to the growing body of evidence suggesting those who have excellent attention control are immune to the ill effects of mobile phone distraction. Therefore, to minimize the unfavorable effects of excessive mobile phone use, users should tighten their attention to the tasks at hand and reduce their time spent on the device.

REFERENCES

Abu-Shanab, E. A., & Ala'a, N. (2014). Using and buying mobile phones in Jordan: Implications for future research and the Development of New Methodology. *Technology in Society*, *38*, 103-110.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, *50*(2), 179-211.

Alfred, O. (2013). Influences of price and quality on consumer purchase of mobile phone in the Kumasi Metropolis in Ghana a comparative study. *European Journal of Business and Management*, *5*(1), 179-198.

Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived quality and emotional value that influence consumers' purchase intention towards American and local products. *Procedia Economics and Finance*, *35*, 639-643.

Balaji, M. S., Khong, K. W., & Chong, A. Y. L. (2016). Determinants of negative word-of-mouth communication using social networking sites. *Information & Management*, *53*(4), 528-540.

Basri, N. A. M. H., Ahmad, R., Anuar, F. I., & Ismail, K. A. (2016). Effect of word-of-mouth communication on consumer purchase decision: Malay upscale restaurant. *Procedia-Social and Behavioral Sciences*, *222*, 324-331.

Begum, V. (2015). Effects of Kellogg's Nutritional Label on Consumer Buying Behaviour in Dubai, UAE. *Procedia-Social and Behavioral Sciences*, *211*, 1195-1202.

Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. *Europe's Journal of Psychology*, *16*(3), 352.

Chaudary, M. W. T., Ahmed, F., Gill, M. S., & Rizwan, M. (2014). The determinants of purchase intention of consumers towards counterfeit shoes in Pakistan. *Journal of Public Administration and Governance*, *4*(3), 20-38.

Chow, W. S., & Chen, Y. (2009). Intended belief and actual behavior in green computing in Hong Kong. *Journal of Computer Information Systems*, *50*(2), 136-141.

Chris Yang, H., Liu, H., & Zhou, L. (2012). Predicting young Chinese consumers' mobile viral attitudes, intents, and behavior. *Asia Pacific Journal of Marketing and Logistics*, *24*(1), 59-77.

Das, G. (2014). Factors affecting Indian shoppers' attitude and purchase intention: An empirical check. *Journal of Retailing and Consumer Services*, *21*(4), 561-569.

Gidlöf, K., Anikin, A., Lingonblad, M., & Wallin, A. (2017). Looking is buying. How visual attention and choice are affected by consumer preferences and properties of the supermarket shelf. *Appetite*, *116*, 29-38.

Husain, I., Qureshi, A. A., & Hussain, N. (2019). *The economy of modern Sindh: opportunities lost and lessons for the future*. Oxford University Press.

Jones, A. B., Brown, N. A., Serfass, D. G., & Sherman, R. A. (2017). Personality and density distributions of behavior, emotions, and situations. *Journal of Research in Personality*, *69*, 225-236.

Jun, S. P., & Park, D. H. (2016). Consumer information search behavior and purchasing decisions: Empirical evidence from Korea. *Technological Forecasting and Social Change*, *107*, 97-111.

Kumar, B., Manrai, A. K., & Manrai, L. A. (2017). Purchasing behavior for environmentally sustainable products: A conceptual framework and empirical study. *Journal of Retailing and Consumer Services*, *34*, 1-9.

Lee, E. B., Lee, S. G., & Yang, C. G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, *117*(6), 1011-1036.

Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping. *Asia Pacific Management Review*, *22*(4), 223-229.

Liu, A., & Niyongira, R. (2017). Chinese consumers food purchasing behaviors and awareness of food safety. *Food Control*, *79*, 185-191.

Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, *94*, 378-387.

Moser, A. K. (2016). Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers. *Journal of Retailing and Consumer Services*, *31*, 389-397.

Nittala, R. (2015). Factors influencing online shopping behavior of urban consumers in India. *International Journal of Online Marketing (IJOM)*, *5*(1), 38-50.

Özdemir, A., Tozlu, E., Şen, E., & Ateşoğlu, H. (2016). Analyses of word-of-mouth communication and its effect on students' university preferences. *Procedia-Social and Behavioral Sciences*, *235*, 22-35.

Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors influencing purchasing intention of smartphone among university students. *Procedia Economics and Finance*, *37*, 245-253.

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, *38*, 157-165.

Rasheed, A., Farhan, M., Zahid, M., Javed, N., & Rizwan, M. (2014). Customer's purchase intention of counterfeit mobile phones in Pakistan. *Journal of Public Administration and Governance*, *4*(3), 2161-7104.

Rehman, F. U., Bin Md Yusoff, R., Bin Mohamed Zabri, S., & Binti Ismail, F. (2017). Determinants of personal factors in influencing the buying behavior of consumers in sales promotion: a case of the fashion industry. *Young Consumers*, *18*(4), 408-424.

Rizwan, M., Javed, M. A., Khan, M. T., Aslam, M. T., Anwar, K., Noor, S., & Kanwal, W. (2004). Asian Journal of Empirical Research. *Asian Journal of Empirical Research*, *3*(2), 118-134.

Sata, M., & Belete, S. (2013). Determinants of Consumers' Purchase Decision for Mobile Phone Devices. *Journal Lecturer in Management*.

Simpson, J. A., Griskevicius, V., & Rothman, A. J. (2012). Consumer decisions in relationships. *Journal of Consumer Psychology*, *22*(3), 304-314.

Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behavior towards organic food products. *Journal of Cleaner Production*, *167*, 473-483.

Tang, Y., Wang, X., & Lu, P. (2014). Chinese consumer attitude and purchase intent towards green products. *Asia-Pacific Journal of Business Administration*, *6*(2), 84-96.

Wang, Y., & Hazen, B. T. (2016). Consumer product knowledge and intention to purchase remanufactured products. *International Journal of Production Economics*, *181*, 460-469.

Weber, J. (2019). Understanding the millennials' integrated ethical decision-making process: Assessing the relationship between personal values and cognitive moral reasoning. *Business & Society*, *58*(8), 1671-1706.

Wei, Y., & Zhao, J. (2016). Designing robot behavior in human-robot interaction based on emotional expression. *Industrial Robot: An International Journal*, *43*(4), 380-389.

Wongleedee, K. (2015). Marketing mix and purchasing behavior for community products at traditional markets. *Procedia-Social and Behavioral Sciences*, *197*, 2080-2085.