**Abstract**

Smart phone has various utilizations to various clients as per their necessities. With sensational rise in the usage of smart phone the individuals are considering different factors while purchasing a smart phone. This paper has put endeavor to reveal the fundamental factors which effect clients in picking up of the smart phone. A sample of 512 responses was taken through questionnaire. An organized questionnaire was planned with five point Likert scale was utilized to meeting respondent’s .Factor analysis and descriptive statistical tools were applied to extricate the basic variables influence cell phone acquiring choice. The result shows that the most important factors are physical attributes, apps and sounds while the less importance is given to other factors such as convenience, price which can also vary by age, service and gender. The future scope of this paper lies in the fact that whether age, occupation, gender makes any difference in purchasing decision of smart phone.