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**FACTORS INFLUENCING PURCHASE INTENTION
TOWARDS SMARTPHONE BRAND AMONG ADULTS
IN SELANGOR**



**MASTER OF SCIENCE (MANAGEMENT)
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**FACTORS INFLUENCING PURCHASE INTENTION TOWARDS
SMARTPHONE BRAND AMONG ADULTS IN SELANGOR**



By

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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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in Partial Fulfilment of the Requirement for the Master of Science
(Management)**



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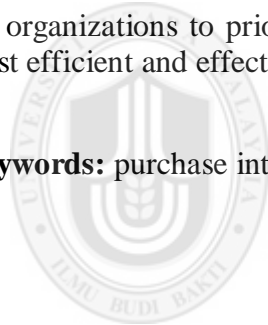


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ABSTRACT

The purpose of this study is to investigate the relationship of brand image, product features, price, and peer influence towards purchase intention on smartphone brand among adults in Selangor. A total of 384 questionnaires were distributed using convenience sampling method. However, only 311 set of questionnaire were returned with a response rate of 81.0%. The data collected were analyzed using Statistical Package for the Social Science version 23.0 (SPSS). The reliability analysis, descriptive analysis and inferential analysis were conducted. The reliability analysis score for all variables exceeds 0.6 as suggested by previous researcher except for price. All independent variables are significantly related to purchase intention for smartphone brand among adults in Selangor. The regression model indicated that 53.1% ($R^2 = 0.531$) of the purchase intentions on smartphone brand among adults in Selangor was influenced by all independent variables. Purchase intention on smartphone brand among adults in Selangor is influenced mostly by brand image. Next, the influence factors to purchase intention on smartphone brand among adults in Selangor were followed by product features, perceived peer influence and lastly price. In order to further improve this research, future research should conduct a qualitative research and added a small number of appropriate variables. Knowledge of the factors influencing the intention to buy a smartphone among adults is useful for organizations to prioritize their resources such as investment and time with the most efficient and effective manner.

Keywords: purchase intention, theory of planned behaviour, product, pricing



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ABSTRAK

Tujuan kajian ini ialah untuk mengkaji hubungan antara imej jenama, ciri-ciri produk, harga, dan pengaruh rakan sebaya terhadap niat membeli-belah ke atas jenama telefon pintar di kalangan orang dewasa di Selangor. Sebanyak 384 set soal selidik telah diedarkan menggunakan kaedah persampelan mudah. Walau bagaimanapun, hanya 311 set soal selidik telah dipulangkan semula dengan kadar respon sebanyak 81.0%. Data yang diperolehi dianalisis dengan menggunakan Pakej Statistik untuk Sains Sosial versi 23.0 (SPSS). Kemudian, analisis kebolehpercayaan, analisis deskriptif dan analisis inferensi telah dijalankan. Melalui analisis kebolehpercayaan, semua pembolehubah yang digunakan dalam kajian ini adalah boleh dipercayai dengan nilai setiap pembolehubah melebihi 0.6 seperti yang dicadangkan oleh penyelidik terdahulu kecuali harga. Selain itu, hasil kajian mendapati bahawa semua pembolehubah tidak bersandar mempunyai hubungan ketara dengan niat pembelian ke atas jenama telefon pintar di kalangan orang dewasa di Selangor. Melalui model regresi menunjukkan 53.1% ($R^2 = 0.531$) daripada niat pembelian ke atas jenama telefon pintar di kalangan orang dewasa di Selangor telah dipengaruhi untuk semua pembolehubah tidak bersandar. Niat pembelian ke atas jenama telefon di kalangan orang dewasa di Selangor dipengaruhi kebanyakannya oleh imej jenama. Seterusnya, faktor pengaruh kepada niat pembelian ke atas jenama telefon di kalangan orang dewasa di Selangor diikuti dengan ciri-ciri produk, pengaruh rakan sebaya dan akhir sekali harga. Dalam usaha untuk meningkatkan lagi kajian ini, penyelidikan kualitatif boleh dijalankan pada masa akan datang dan menambah beberapa pembolehubah yang sesuai. Pengetahuan tentang faktor yang mempengaruhi niat pembelian ke atas jenama telefon di kalangan orang dewasa berguna untuk organisasi supaya mereka dapat memberi keutamaan kepada sumber seperti pelaburan dan masa dengan cara yang paling cekap dan berkesan.

Kata kunci: niat pembelian, teori tingkah laku yang dirancang, produk, harga

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LIST OF ABBREVIATIONS

IDC.....	International Data Corporation
iOS.....	iPhone Operating System
LTE.....	Long Term Evolution
KMO.....	Kaiser-Meyer-Olkin
SPSS.....	Statistical Package for the Social Science
4G.....	Fourth Generation



CHAPTER 1

INTRODUCTION

1.1 Background of the study

It cannot be denied that telecommunications devices have helped us communicate and make distant connections closer. Pager is the first telecommunications device that has been introduced. Pager is a small and pocket-sized telecommunications device. We can receive short messages via pager and it also able to receives or transmit alert signals. A researcher named Martin Cooper, who worked with a Motorola company, had created a handphone in 1973. The first handphone was created in large size and had only basic functions like making or receiving calls and sending and receiving short messages system.

Along with technological advances, handphone are also no exception to accepting the changes. In the past, the handphone has many buttons but now the handphone can be operated using touch screen. Large sizes handphone are now smaller and compact. Smartphone is the development of traditional handphone and have more functions. It can be said that smartphone has become part of the lives of everyone around the world. It is no longer a necessary but it has become a necessity.

Now, almost every year more sophisticated smartphone is introduced. This shows that the technology is growing rapidly. Most people around the world especially among adults have accepted smartphone very well. Smartphone has become a necessity in daily communication. Smartphones can be defined as a

handphone that not only have the basic amenities such as to make a call and to send short messages. Even smartphone runs many functions like computers, such as it is capable of uploading applications because of the operating system that operates a smartphone, touch screen and can surf the internet (Oxford Dictionary, 2017).

Handphone ownership of Malaysians had increased in 2014 which is 66.8% compared to 2012 (63.3%) (Malaysian Communications and Multimedia Commission, 2015). Besides, another study by Malaysian Communication and Multimedia Commission showed that in 2014, 74.3% own a smartphone. However, a sharp rise in 2015 saw smartphone owners are 90.7%. An increase of 16.4% in just a year (Malaysian Communications and Multimedia Commission, 2016). There are increasing number of smartphone users in 2016 which is 18.46 million compared to 16.54 million in 2015. An estimated 19.9 million of Malaysian smartphone users in 2017 (Statista, 2017).

Smartphones ownership has constantly seen a steady growth almost every year in Malaysia. The percentage of smartphone ownership has seen a tremendous increment of almost four fold of that in 2010. The Government's Youth Communication Package (YCP) which provided adults aged 21-30 years old with a minimum income of RM3,000 and below with a rebate of RM200 to purchase a smartphone boosted the growth of smartphone users since January 2013. These increments could also be associated with the penetration of Chinese smartphone brands, resulted in their respective proportion reaching more than 10 percent of the

total market spending in Malaysia (Malaysian Communications and Multimedia Commission, 2015).

When one needs to communicate with others, they rely heavily on technology today as the main communication medium. Consumers can interconnect and transmit information all over the world by using high-tech communication tools such as the smartphone. It is undeniable that smartphone has provided a great deal of good and great benefits to the community. In addition to the basic functions of a regular handphone which are making or receiving calls and sending or receiving a short messaging system; smartphone can also be used as mobile diaries that help to make working's schedule or meeting's schedule, help to navigate through the navigation system, surf the internet, provide entertainment through music and video, easily downloadable applications, data storage and even through tracking systems assist in legal matters such as a track criminal.

In 2015, smartphone users in Malaysia who are browsing the internet via their smartphones are 89.3% compared to 74.3% in 2014. Besides, most of Malaysians use their smartphone (66.7%) to do online banking compared to laptop (55.0%), personal computers / desktop (33.7%) and others (Malaysian Communications and Multimedia Commission, 2016). The penetration of smartphone in Malaysia has increased by 16% from 47% in 2012 to 63% in 2013 (The Sun Daily, 2013). Consequently, smartphone purchases have become a trend in today's society.

Malaysian Communications and Multimedia Commission revealed that 71.4% of Malaysians are constantly checking their handphones even when it does not ring. Indirectly, it showed that the obsessions of Malaysians with their handphones. 51.5% of Malaysians said that handphone is very important while 44.8% said that handphone is important. Malaysians have a strong attachment to their handphones. It was proven by the survey that showed 76.3% of Malaysians will turn back to get their handphones at home at a tolerable distance and only 23.7% said no turning back (Malaysian Communications and Multimedia Commission, 2015).

In Malaysia, three states with the most handphone users are Selangor, Johor and Federal Territory of Kuala Lumpur. The first place for handphone user is Selangor with 20.9% users. Johor is second place with 12.7% users and Kuala Lumpur is in third place with 8.9% users. 73.1% of handphone users are adults at the age of between 20 to 49 years (Malaysian Communications and Multimedia Commission, 2015). Therefore, Selangor was chosen as a sample location.

Not only clothing, shoes or handbags, now smartphone brands also play a very important role in consumer buying decisions. According to the latest International Mobile Phone Tracker by International Data Corporation (IDC), Samsung still remains first ranked in the Malaysian market (32.8%), followed by Apple (13.1%), OPPO (10.9%), Huawei (8.2%) and others (International Data Corporation, 2017b). Therefore, when consumers usually decide to buy smartphone, they choose based on the brand of a smartphone before taking into account other

aspects. Ahmed (1991) stated that consumers' confidence and convince to buy something can be enhanced through strong and clear brand images.

The brand of smartphone is a main aspect of consumers in choosing smartphone today. Apple and Samsung have the highest market share of smartphone in Malaysia. However, there are some other popular brands that make up the Malaysian market and still have a place in the hearts of smartphone users such as Sony, LG, Huawei, Motorola, HTC, Xiaomi and more. Smartphone manufacturers like Sony, Motorola and others are threatened with leading smartphone companies like Apple and Samsung. Not only that, Chinese smartphone companies such as XiaoMi who are well known to produce cheap smartphones are also a big threat to them. Lack of differentials offerings and strong brands is the cause of the company's suffering.

Hence, this study was conducted to examine the factors that contributed to the purchase intentions to a specific brand of smartphone among adults in Selangor. Someone who buys the services or products with intent to use them is known as a consumer. Usually consumers consider a few things before deciding to buy something. In addition, the users make a decision after considering several factors. The intention to buy is influenced by that those factors. The success of marketers in marketing their products in the market can be obtained if the marketer has a very clear and precise knowledge and understanding of customer purchase intentions.

This research was conducted to identify and understand consumer buying behavior towards smartphone brands. Consumers buying behaviour towards the brand of smartphone are influence by several factors. In this research, four factors selected that may influence the purchase intention of smartphone brand which are brand image, product features, price and peer influence. Marketers may have well understand and know better the actual factors that affect the buying consumer purchases on smartphone brands the end of the study.

1.2 Problem Statement

The world is at your fingertips. If we used laptops and desktops for daily convenience especially browsing the internet before, now smartphone have taken over laptop and desktop tasks. In Malaysia, there are many brands of smartphone that go into the market to attract Malaysian consumers.

The research of Malaysian Communications and Multimedia Commission (2015) proved that smartphone is the most commonly used connected device in Malaysia. However, there is very few research focusing on the purchase intention towards smartphone brand by adults (20 to 49 years old) in Malaysia. Previous researcher targeted on student (Mokhlis & Yaakop, 2012) and generation Y aged 20 to 35 years old (Lay-Yee, Kok-Siew, & Yin-Fah, 2013). This focus group is very important because they represent the highest ownership of handphone in Malaysia which is 73.1% (Malaysian Communications and Multimedia Commission, 2015).

If we can figure out the main factor of their intention to buy a smartphone, indirectly this study can be used as reference material for academics and practitioners. From the academic viewpoint, the overview of the smartphone market in Malaysia provides them a foundation where they further design their research. On the other hands, practitioners such as mobile phone manufacturers, application developers and relevant stakeholders in the industry would greatly appreciated the information as they can be used to strategize their marketing strategies, and plan for the future directions. Thus, the purpose of this study is to provide the information on the consumers' purchase intention on smartphone brand among adults in Selangor.

In Malaysia, three states with the most handphone users are Selangor, Johor and Federal Territory of Kuala Lumpur. The first place for handphone users was Selangor at 20.9%. Johor was second and Kuala Lumpur was in third place with 12.7% and 8.9% respectively. 73.1% of handphone users are adults which are their aged is between 20 to 49 years at last birthday (Malaysian Communications and Multimedia Commission, 2015). Therefore, Selangor is chosen as a sample location and the respondents for this study are adults in Selangor age between 20 to 49 years old.

Brand image was chosen as the independent variable because the external factor for purchasing decision is brand image (Richardson, Dick, & Jain, 1994). While product features was chosen as one of the independent variable because the previous researchers proved that product features is the nature of a product that is

capable of satisfying the user's desire and satisfaction, either by owning, using or utilizing the product (Kotler, Wong, Saunders, & Armstrong, 2007).

Price is selected as the independent variable because a stable marketing mix element over a given period is the price. There is a strong positive relationship between consumer perceptions of prices and purchases (Munnukka, 2008). This means the perception of the price affects the intention of the purchase intention. Lastly, peer influence is chosen as independent variable because a person's purchase behaviour can be influenced by external factors such as social influence (Ajzen, 1991).

1.3 Research Questions

The questions of this research are as below:

- What is the level of purchase intention towards smartphone brand among adults in Selangor?
- Is brand image associated to purchase intention towards smartphone brand among adults in Selangor?
- Is product features associated to purchase intention towards smartphone brand among adults in Selangor?
- Is price associated to purchase intention towards smartphone brand among adults in Selangor?

- Is peer influence associated to purchase intention towards smartphone brand among adults in Selangor?
- Are brand image, product features, price and peer influence has influence on purchase intention towards smartphone brand among adults in Selangor?

1.4 Research Objectives

The objectives of this research are as below:

- To identify the level of purchase intention towards smartphone brand among adults in Selangor.
- Brand image is associating to purchase intention towards smartphone brand among adults in Selangor.
- Product features is associating to purchase intention towards smartphone brand among adults in Selangor.
- Price is associating to purchase intention towards smartphone brand among adults in Selangor.
- Peer influence is associating to purchase intention towards smartphone brand among adults in Selangor.
- Brand image, product features, price and peer influence have influence on purchase intention towards smartphone brand among adults in Selangor.

1.5 Scope and Limitations of the Study

The sample of this study is adults in Selangor between the age of 20 to 49 years old. The literature reviews in this study discussing about the selected variables. There is brand image, product features, price and peer influence. The research intend to identify the factors influencing purchase intention towards smartphone brand among adults in Selangor.

It is necessary to identify the limitation of the study so that future studies can be improved. First, this study only used four independent variables only which are brand image, product features, price and peer influence. The intent of purchasing on a smartphone brand may be influenced by other factors but were not included in this study such as perceived quality and others. Second, the sample is limited to adults age between 20 to 49 years old in Selangor. Therefore, future research may expand the sample to see different results. Lastly, this study was conducted in Selangor. The results might change if a survey is expanded to different states in Malaysia.

1.6 Organization of the Thesis

Chapter one described the background of smartphone brand in Malaysia briefly. There are other five sub-chapters in chapter one which are problem statement, research questions, research objectives, the scope and limitations and subsequently the organization's thesis.

Literature review by previous researchers was discussed in chapter two. Then, the selected independent variables associating to purchase intention towards smartphone brand among adults in Selangor are discussed further. In addition, the theories used are also discussed.

Chapter three explained more clearly the research framework for this study. This chapter also included sub-chapter of hypotheses, design of this research, operational definition, variables' measurement / instrumentation, collection of data and data analysis' techniques.

Analysis of the data and findings for this study are described in chapter four. This chapter explained in detail the data cleaning, demographics, general information regarding smartphone analysis, reliability analysis, descriptive analysis and inferential analysis.

Finally, chapter five had formulated whether the objectives can be achieved or not. Furthermore, the recommendations are proposed to assist researchers who want to improve the research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The review of literature of past studies by different researchers in the same topic which is purchase intention was discussed in this chapter. It starts with the literature review of purchase intention as a dependent variable. Then, it continues with the review of literature on independent variables, which are brand image, product features, price and peer influence and their effect to the purchase intention towards smartphone brand among adults in Selangor were explained in detail. All these factors are contributed to the study on consumer's purchase intention towards smartphone brand.

2.2 Purchase Intention

Dependent variable of this study is purchase intention. Customer perception of a certain purchase behaviour is called as an intention (Fishbein & Ajzen, 1977). Besides, intention was also defined as a psychological process in making a decision (Engel, Blackwell, & Miniard, 1995).

Many earlier researchers gave the definition of purchase intention. One of the definition of purchase intention is a certain judgments made by someone after they intend to buy a selected brand (Laroche, Kim, & Zhou, 1996). Additionally, the intention of a consumer's purchase is not only the intention to purchase but also the

repurchase intention is also known as a purchase intention (Hellier, Geursen, Carr, & Rickard, 2003; Wang & Tadisina, 2008).

Some studies by researchers recorded that their preference on products and the external environment in gathering information, evaluating alternatives and making a decision to buy and their past experiences are the basis of the buyer's intention of purchasing (Dodds, Monroe, & Grewal, 1991; Schiffman & Kanuk, 2000; Yang, Kimes, & Sessarego, 2009). The purchase intention is high if a user has a high desire to buy the product (Schiffman & Kanuk, 2000; Yang *et al.*, 2009).

The purchase intentions are getting higher when the brand image of a product or service is high (Lin & Wang, 2006). For example, consumer intentions and consumer preferences for buying a clothing product are often influenced by brand image. Indirectly, consumers are willing to pay higher prices for a particular brand and are likely to influence others to that brand.

Major variables such as price and product features are often used by marketers to influence consumer's purchase intent and consumer's product ratings (Chang & Wildt, 1994). The consumer's intention to buy a product decline if the actual price offered exceeds the range price of a product. In addition, purchase intentions are also influenced by social influence. Ibrahim, Subari, Kassim and Mohamood (2013) stated that young consumers who purchase smartphone are influenced heavily by social influence. This is because they decide to buy a preferred

brand after their family, colleagues and friends share their opinions and information about the brand.

Additionally, most marketers use purchase intent to predict sales of their services or products (Armstrong, Morwitz, & Kumar, 2000). An in-depth understanding of consumer purchasing intent is very important to the marketplace so that they can plan the right market segments and referrals for them to make decisions. As such, according to Lin and Lin (2007) and Ibrahim *et al.* (2013); brand image, product features, price and peer influence have been shown to have a positive relationship with purchase intentions as proved by previous researchers.

In this research, the definition of purchase intention is a certain judgments made by someone after they intend to buy a selected brand (Laroche *et al.*, 1996). While, brand image, product features, price and peer influence are selected as the independent variables in this research as proved that they have a positive relationship with purchase intentions (Ibrahim *et al.*, 2013; Lin & Lin, 2007)

2.3 Brand Image

Brand image is defined as the consumer minds set about the image of a particular product or anything linked to a brand in a consumer's memory (Aaker & Equity, 1991); a reflections of brand associations in consumer memory and consumers often associate various properties and associations with the brand (Aaker

& Biel, 1993; Keller, 1993); and the ideas, beliefs and perceptions of a person on an object (Kotler *et al.*, 2007).

The intended association can be categorized into the priorities, uniqueness and strength of a particular brand. Impact on brands is implied by brand associations held in consumer memory (Keller, 1993). Consumers are able to gather and process the collected information and a good feeling can be made towards a brand through this brand association. In fact, it is also capable of distinguishing brands with their competitors, generating demand and providing the foundation for brand extensions (Aaker & Equity, 1991).

The consumer's desire for a brand is the brand's priority. The success of consumer purchase intentions depends on the extent to which product efficiencies and support market programs can convey information to their consumers. The overall thinking and trust of consumers towards a brand with unique qualities is the uniqueness of the brand association. The uniqueness of the brand, for example given by Forsido (2012) such as color, texture, design, packaging and others are different from their competitors (Lee, Lee, & Wu, 2011). In brand associations, consumer access to relative brand information and information consistency from time to time is the brand's strength.

Symbols, experience benefits and functional are proposed three dimensions for product design principles for brand image as a major factor in consumer demands (Park, Milberg, & Lawson, 1991). The intrinsic advantage when using a service or

product received by a consumer is the functional benefit. Products that meet the consumer's basic needs (Keller, 1993) such as security and physiological requirements correspond to the attributes associated with the product.

The extrinsic advantage brought to consumers while owning the brand is a benefit of the symbol. The attributes associated with the non-product and related to the basic need for self-directed self-esteem and self-expression or social acceptances are relatable. In terms of fashionable, stylish or prestige it may cause consumers to value the brand. For example, Apple has a higher brand image in the minds of smartphone brand users. Apple has always been associated with credible, prestige, outstanding quality, elegant and stylish. Salciuviene, Ghauri, Mockaitis and De Mattos (2009) in their research stated that brands with higher symbolic associations are often linked by Apple brand users because indirectly it able to improve an image and status of consumers. They feel that their standards higher compared to non Apple smartphone users.

When consumers are using and/or owning some product and bring something inside their heart and mind then they satisfy the experience is the benefit of the experiment. Experience requirements such as sensory excitement, diversity, and cognitive stimulation meet these benefits (Keller, 1993). While, Laroche *et al.* (1996) stated that increasing consumer confidence to buy it and higher levels of satisfaction can lead to a strong brand image.

The external factor for purchasing decision is brand image (Richardson *et al.*, 1994). According to Kim and Hyun (2011), even premium brands are sold at high price but there are still customers able to buy without hesitation. This is because the brand is unique from other brands as customers think (Lee *et al.*, 2011). Customers who want to decide which brand to give them more value can be helped through brand image. Eze, Tan and Yeo (2012) conclude that brands that have better brand image often have more loyal customers than lower brand image. Thus, consumers are aware that better quality products are usually from a good brand image. Hsieh, Pan and Setiono (2004) stated that the possibilities of consumer brand purchasing intentionally improve through successful brand image and able to fulfill consumer's satisfaction and requirement.

In this study, the definition used for brand image is the ideas, beliefs and perceptions of a person on an object (Kotler *et al.*, 2007).

2.3.1 Relationship between Brand Image and Purchase Intention

Shabir, Hamad and Anosh (2014) in their research found that there is positive and significant relationship between the brand image and consumer purchase intentions on smartphone brand. Several key factors affecting smartphone purchase decisions have been analyzed such as brand priority, brand loyalty, brand perception and brand image. Brand images have the highest correlation value of 0.754. Shabir *et al.* (2014) are believed that brand images are their primary consideration when buying smartphones that are expressed by most respondents. The factors that affect

the youngsters of their intention to buy the smartphones have investigated by Khan and Rohi (2013). It showed that brand image has a positive impact on smartphone brand options.

2.4 Product Features

The definition of product features are functions, physical characteristics, traits and technical characteristics extended to meet the needs of the various races (Işıklar & Büyükożkan, 2007); and the nature of a product that is capable of satisfying the user's desire and satisfaction, either by owning, using or utilizing the product (Kotler *et al.*, 2007).

Electronic products that provide multi-functional ease of use is the smartphone. Besides, to fulfil the level of consumer's needs and requirement of the nature of the product is characteristic through use, product use and product ownership (Kotler *et al.*, 2007).

Camera functionality, touch screen features, display with high-resolution, Wi-Fi, internet connection either Fourth Generation (4G) or Long Term Evolution (LTE) and new design are among the features of smartphones. Also, other features are high gigabyte storage, applications installs, powerful processors and big screens (Morrison *et al.*, 2011). Additionally, there are some smartphone users who are concerned with high-performance megapixel cameras and the latest software functionality as the key feature in choosing smartphones.

According to Meirovich and Bahnan (2008), user satisfaction can be met through new exciting product features. Hence, the choice of adult users in Selangor towards the brand of smartphones is influenced by a feature of the smartphone and based on the features used to differentiate the brand of the smartphone that would be their origin of choice. The key elements that influence consumers to buy handphone results are features and design (Dziwornu, 2013).

Product features have a positive effect with purchase intentions by providing different features and functions to build different satisfactions in the user's heart. Software and hardware are categories of product features. A program that used to run a computer, a smartphone or an electronic device is software and known as operating system. A product that can be touched or used physically and can be seen is known as hardware.

Russell (2012) listed that among the operating system on the market are iPhone Operating System (iOS), Windows, Android, Blackberry and Symbian. Besides, Osman, Talib, Sanusi, Shiang-Yen and Alwi (2012) stated that 56% smartphones users purchase the smartphone because of the designs. Designs are important factors for device specifications excluding WiFi functionality, price, processor power and more. Therefore, the most important factor in choosing a smartphone option is design.

According to Osman *et al.* (2012), software is a major factor affecting consumers buying smartphones or brands not just hardware functionality. 33% of

consumers purchased software based while 17.6% more consumer purchases based on the hardware in the study. Based on research firms, the most popular Google Android owned 85.0% from the global mobile operating system market share for first quarter in 2017 while its strongest competitor Apple iOS only has 14.7%. In addition, the market share for Microsoft Windows Phone and others are 0.1% respectively (International Data Corporation, 2017). This shows that the intention to buy smartphones is more influenced by smartphone software than the smartphone hardware.

Cosmos, Vida and Samuel (2013) proved that smartphone purchase intentions by 85.8% of students are influenced by the features, performance and durability of the smartphone. The most alarming factor of smartphone users is the features of their product because they need to study new functions and new innovative functions for hardware and operating systems (Lay-Yee *et al.*, 2013).

2.4.1 Relationship between Product Features and Purchase Intention

The product features have significant relationships with customer purchase decisions on smartphones (Lay-Yee *et al.*, 2013). The correlation results of the research have shown that 0.777 is very supportive. Based on the study of Shahrudin, Mansor, Hassan, Omar and Harun (2011) special features have a significant influence on the intention of purchasing a scooter or motorcycle. Liu (2002) in his research found that new technical features or new features influence the intention of acquiring a new handphone. In addition, the key factors that influence consumers'

buying decisions on handphone are the features and designs supported by Dziwornu (2013).

2.5 Price

The inevitable factor in to know the value of the product or service is known as a price. The amount of money charged for a service or product is the price. Price is defined as the value of the product or service and consumer are willing to exchange with the accepted amount in order to get the product, service or benefit of it (Kotler, 2011); and the amount of money or goods required for the services included or acquired some combination of other items is the price (Stanton, 1997).

Price is considered as a stable marketing mix element over a given period of time. However, at one point the price may rise or fall and the price becomes the single element that results from sales. Besides, the definition of price is one of the elements in a marketing mix that merely affects revenue from products at certain times. Suri and Monroe (2003) explained that even some products have a high quality but just some of the consumers are willing and afford to pay at high prices. Vice-President of the famous brand Old Navy named Lynn Albright said that there is an alternative to sell at cheap price even high quality products which is lower the manufacturing cost. For example, XiaoMi's company has made a big profit for selling affordable yet high-quality smartphones (Versai, 2017). As such, Apple iTunes is still able to increase their profits by lowering product price from their music catalogues (Forbes, 2010).

Product prices and multiple effects can be beneficial depends on the type of product, but at the same time can also have a bad effect. High prices or premiums and low prices are two categories of prices. Erickson and Johansson (1985) said that the higher prices positively impact consumer purchasing decisions. In his research, he concluded that higher price of a product is directly affects and stimulates the purchase intention. It also supported by Tellis and Gaeth (1990) and Lichtenstein, Bloch and Black (1988). For example, luxury brands like Rolls Royce and Aston Martin still has their own loyal consumer even these brands are sell at premium price but still has a positive impact on the purchase. In the minds of their consumers, despite they need to pay at extremely high prices but others look at them with a fancy and rich perception. Indirectly, the people around look up to them on a par with the price they paid. This is due to the perception that products with higher quality have higher prices.

On the other hand, there are also studies that prove that there are adverse effects due to the high prices imposed on the product. In other words high prices also have a bad effect on product purchase intentions. There are huge number of consumers are really particular with the price and promotion matters (Dickson & Sawyer, 1990). Therefore, high prices tend to have a negative effect on products that have the same function and are not distinguishable. In general, the same items usually compete with cost leadership strategies. Therefore, a company must good to find the least cost in manufacturing the product in order to sell the product at the low price.

2.5.1 Relationship between Price and Purchase Intention

There is a strong positive relationship between consumer perceptions of prices and purchases (Munnukka, 2008). This means the perception of the price affects the intention of the purchase intention. Consumer perceptions of price refer to consumer views whether the product brand is below market price or above market price. Faryabi, Sadeghzadeh and Saed (2012) states that price changes on the market cause consumers to react. Additionally, sales programs such as coupons, discounted prices and sales promotions also affect the buying intention of customers. In addition, according to Chang and Wildt (1994) the main variable used by marketers is the price to influence the purchases of potential consumer.

2.6 Peer Influence

Peer influence can be defined as people who have direct interactions with individual such as parents, colleagues and peers and has the values, attitudes and norms that able to influence individual thoughts, attitudes and actions (Bristol & Mangleburg, 2005); and a referral groups are regarded as the values and attitudes of groups treated by individuals as benchmarks for current behaviour (Schiffman & Kanuk, 2000).

According to Bearden and Etzel (1982), information influences, utilitarian and expressive influences are three different types of social influences. Individuals who enhance their knowledge of the environment or the ability to adapt to the

environment are the influence of information. In addition, Mangleburg, Doney and Bristol (2004) explains how other people conduct or seek information actively from expertise are also influential information. An individual is more likely to make the same decision as others if he receives information and treats it as reality in reality (Mangleburg *et al.*, 2004). An individual who tries to meet other people's expectations of receiving rewards or avoiding punishment is Utilitarian influence. Bearden and Etzel (1982) stated that someone can increase his ego by the influence of other people.

The influence of utilitarian and value expressions has a negative relationship with individualistic orientation (Mourali, Laroche, & Pons, 2005). But there is no significant relationship with the influence of information. Self-esteem and affection to interpersonal influences has a negative correlation as suggested by the literature (Mourali *et al.*, 2005).

2.6.1 Relationship between Peer Influence and Purchase Intention

Peer influence has a significant relationship with customer purchasing decisions (Lay-Yee *et al.*, 2013). Additionally, peer influence ranked at second place that affects the dependence of students on smartphones among three other variables namely brand image, product features and prices tested by Suki and Suki (2013). The impact of peer influence on buying behavior was greatly influenced by their peers especially buyers in the age group of 40 to 50 years old (John & Christopher, 2013).

The use of public products such as sunglasses and shoes that attract more influences from personal products and needs such as toothpaste (Makgosa & Mohube, 2007).

Peer influence to be one of the reasons that influence customers to buy online (Pavlou & Fygenon, 2006). In addition, according to Li, Hess and Valacich (2008), peer influence significantly affect customer confidence in the organizational information system. Normally, the influence of family members and/or friends cause someone decides to buy online or not (Foucault & Scheufele, 2002). Besides, Khalil and Michael (2008) also said that people close to the individuals such as family members and colleagues often affects them to purchase online.

According to George (2011), the results of his study showed that individual's satisfaction to online shopping increased with social interaction. This proves that online shoppers are more satisfied with online merchants that offer integrated social experience during their shopping, rather than focused on shopping activities alone. Intention to online shopping from an online store influenced by friends who talk about that online store (Laroche, Yang, McDougall, & Bergeron, 2005).

A person's purchase behaviour can be influenced by external factors such as social influence (Ajzen, 1991). Many studies show that before making the actual purchase, peer influence mediate the intention of the purchase (Zhou, 2011).

Jamil and Mat (2011) stated that peer influence contributed to a great influence in the intention to purchase online, but almost no effect in influencing the

real intention. It shows only a slight influence of family, friends and the media during the actual purchase. Peer influence become the second most influential factor in influencing the intention to shop (Laohapensang, 2009). He, Lu and Zhou (2008) also agreed that the intention to buy online happens when there is a recommendation from a third party peer influence.

However, Supanat (2012) stated that the peer influence only contribute to a small influence to buy via e-commerce compared to other factors. The effect of peer influence on intention shopping much less important (Al-Maghrabi, Dennis, Halliday, & BinAli, 2011). Ajzen (1991) stated that peer influence and consumer behaviour are not related to each other because someone is decided on something through own consideration.

2.7 Underpinning Theory

2.7.1 Theory of Planned Behaviour

Theory of planned behaviour explained that the intention of the individual to do or not do certain things to determine the actual behaviour of the individuals. The intention of purchasing online is that the user wishes to build a business relationship with doing transaction with an online vendor (Ling, Daud, Piew, Keoy, & Hassan, 2011).

With regards to the part of social impact, as indicated by the theory of planned behaviour, determinants of behavioural intention, attitude and component of the behaviour can be seen through peer influence (Taylor & Todd, 1995).

The power of peer influence outlined in the theory of planned behaviour. It explains that an individual in a society can be influenced by other groups (Li, Dong, & Chen, 2012). Peer influence has two types, which are peer influence (such as family and friends); and external influence (such as mass media and social media) (Tan, Yan, & Urquhart, 2007). The ability, resources and opportunities are the three elements that determine the control behaviour (Cheng & Huang, 2013). When an individual has three elements, they see themselves as more in control. In turn, this increase the intention of their behaviour. Attitude consists of both positive and negative views and remarks with respect to individuals, objects and occasions (Fishbein & Ajzen, 1977).

2.7.2 Marketing Mix

Product is the most important thing in starting a business whether online or offline. The product is the first variable in the marketing mix (Kotler & Keller, 2012).

Another important component of the marketing mix is price (Kotler & Keller, 2012). Price is one factor that stimulates the user to make a purchase. Price is also a communicator for negotiations and is a competitive weapon. The price is competitive

weapon to a retailer. Normally, retailer and buyers are connected to negotiate on price. Therefore, indirectly, the price is a medium of communication between seller and buyer. Price is often used by buyers to compare products, assess whether the quality of a product according to the price and assess the relative value of the costs. Price is one of the major influences consumers in purchasing (Brassington & Pettitt, 2005).

2.8 Summary

This chapter provides a context for both dependent and independent variables by reviewing previous literature. The independent variables in this study are brand image, product features, price and peer influence.



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CHAPTER 3

METHODOLOGY

3.1 Introduction

Various types of techniques and methods used to carry out this study are referred as a research methodology. The way data is collected and how the research is conducted is the methodology that is presented and highlighted in this chapter. Besides, the followed proper research procedure is also being discussed. There are sub-chapters which are the study design, the way data are collected, sampling methods, construction operations, measurement scales and methods of the data analysis.

3.2 Research Framework

Research framework is the basis for the study. Through the literature review earlier, four independent variables with formulated hypotheses are developed to form the research framework (see Figure 3.1). These independent variables are brand image, product features, price and peer influence and purchase intention as the dependent variable.

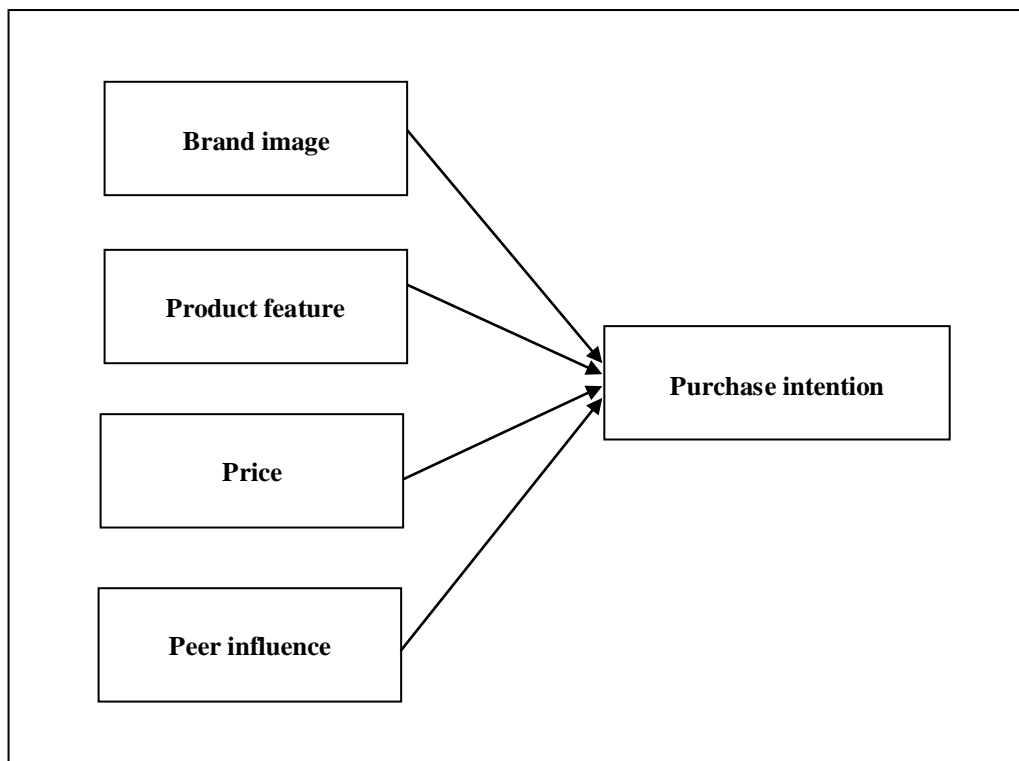


Figure 3.1
Research Framework

3.3 Hypotheses / Propositions Development

Hypothesis is an educated guess that a researcher makes based on information available (Mukesh, Salim, & Ramayah, 2013). For the purpose of this study, the hypothesis that developed to answer the research questions are as follows:

- H₁: Brand image has a relationship in purchase intention towards smartphone brand among adults in Selangor.
- H₂: Product features have a relationship in purchase intention towards smartphone brand among adults in Selangor.
- H₃: Price has a relationship in purchase intention towards smartphone brand among adults in Selangor.

H₄: Peer influence has a relationship in purchase intention towards smartphone brand among adults in Selangor.

H₅: Brand image, product features, price and peer influence have influence on purchase intention towards smartphone brand among adults in Selangor.

3.4 Research Design

Collis and Hussey (2013) stated that the detailed plans outlined in conducting research studies are known as research design. Research design should have clear objectives. This objective is made through research questions that have been made before the study. Research strategies to be used in conducting research need to be identified. The questionnaire used in this study is a quantitative research. Quantitative research was chosen because it wanted to determine the variables that would affect the purchase intention of smartphone brands among adults in Selangor. This quantitative research is numerical data that uses numerical forms such as graphs and statistics. In addition, the data obtained from the questionnaire was used to test hypotheses and quantifies of data where it brings together research questions and literature review. This descriptive study illustrates how brand image, product features, price and peer influence that were selected as the independent variables influence the purchase intentions on smartphone brand among adults in Selangor which is a dependent variable.

3.5 Operational Definition

Operational definitions of each variable are presented as in Table 3.1:

Table 3.1
Operational Definition of Variables

Variable	Definition	Source
Purchase Intention	A certain judgments made by someone after they intend to buy a selected brand.	Laroche <i>et al.</i> (1996)
Brand Image	The ideas, beliefs and perceptions of a person on an object	Kotler <i>et al.</i> (2007)
Product Features	The nature of a product that is capable of satisfying the user's desire and satisfaction, either by owning, using or utilizing the product.	Kotler <i>et al.</i> (2007)
Price	The price as the value of the product or service and consumer are willing to exchange with the accepted amount in order to get the product, service or benefit of it.	Kotler (2011)
Peer Influence	A people who have direct interactions with individual such as parents, colleagues and peers and has the values, attitudes and norms that able to influence individual thoughts, attitudes and actions.	Bristol and Mangleburg (2005)

3.6 Measurement of Variables / Instrumentation

This study consisted of dependent and independent variables. Dependant variable is brand preference while independent variables are product design, product features, price, security and peer influence. Items used originally from English. However, the researcher decided to do bilingual questionnaire to help respondents who are not fluent in English to understand the questions. Therefore, these items were translated into Malay language by researcher and at the same time maintaining the English version.

Table 3.2*Measurement of Variables*

Variable Names	No of Items	Measured Items	Sources
Purchase Intention	4	I will consider the brand of the smartphone before I purchase it.	Belén del Río, Vazquez, and Iglesias (2001)
		I will recommend my friend to buy smartphone.	Chen and Chang (2008)
		I search for information about smartphone from time to time.	
		I always talk about smartphone with my friends.	Cheong and Morrison (2008)
Brand Image	4	Brand image is an attraction for me to purchase a smartphone.	Tee, Gharleghi, Chan, Samadi and Balahmar (2015)
		I will consider the brand image when buying a smartphone with higher price.	
		I will make my purchase according to my favorite's smartphone brand, regardless of the price.	Belén del Río <i>et al.</i> (2001)
		Smartphone's brand name is my priority when making a purchase decision.	Tee <i>et al.</i> (2015)
Product Features	3	If two smartphone's had the same features I would choose the smartphone that is the current trend from an operating system point of view.	Jainarain (2013)
		If a smartphone designer changes the user interface completely, I would welcome the change of brand.	
		I would rather choose a smartphone brand that has a superior camera over one that is fast and responsive.	
Price	3	I buy smartphone because they are worth to used regarding between with their price & usage quality.	Sinha and Batra (1999)
		I am willing to buy smartphone even though the price is higher.	Ho Cheong and Park (2005)
		I am uncertain which smartphone's brands provide real value for money in terms of product quality.	Richardson <i>et al.</i> (1994)
Peer Influence	4	It is important that my friends like the brand of smartphone I'm using. I achieve a sense of belonging by purchasing the same smartphone that my friends purchase. If I want to be like someone, so I try to buy the same smartphone that they buy. I identify with my friends by purchasing the same smartphone they purchase.	Lee (2014)

3.6.1 Scale of Measurement

One-dimensional scales need to be used so that respondents can choose one that best suits their views and Likert scale is the most appropriate scale to use (Moliterni, 2008). A total of 13 statement questions are given to the respondent and they may choose to agree, neutral or disagree with the statements in order to measure their opinions. Five-point Likert scale used as in Table 3.3.

Table 3.3
Five-points Likert Scale

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

3.6.2 Pilot Test

Before conducting the actual study, a pilot test is performed. The aim is to ensure the reliability of all independent variables that have been selected. In addition, through this pilot test is in order to evaluate feasibility, time, cost, adverse events, and effect size (statistical variability) in an attempt to predict an appropriate sample size and improve upon the study design prior to performance of a full-scale research project. Not only that, pilot test was conducted so that respondents understood each question in the questionnaire given. Respondents who answer the questionnaire are required to meet the criteria such as real respondents i.e. adults age 20 to 49 years old and living in Selangor. Respondents who have answered the questionnaires for pilot test cannot answer for actual questionnaires.

Reliability analysis was conducted to see the reliable of each item. Therefore, Cronbach's alpha reliability analysis was used to evaluate each item in this study. Table 3.4 shown the rule of thumb of Cronbach's alpha coefficient size (Malhotra, 2007).

Table 3.4
Rule of Thumb of Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
>0.9	Excellent

Cronbach's alpha values in Table 3.5 for all variables is greater than 0.6 as suggested by Malhotra (2007). Therefore, all variables are accepted. The aim of this pre-test was to ensure that each item in a variable may be applicable and appropriate to the study. If Cronbach's alpha value is less than 0.6, the questions used in the questionnaire should be revised again before distributed to the actual respondents.

Table 3.5
Reliability Analysis of Pilot Test

ID	Number of Items	Pilot Test Cronbach's Alpha
Purchase Intention	4	0.891
Brand Image	4	0.891
Product Features	3	0.808
Price	3	0.845
Peer Influence	4	0.948

3.7 Data Collection

There are two types of data collection in this study which are primary data and secondary data. Primary data is information obtained directly from the main

source of questionnaire. The data obtained from the questionnaire is the new and original data collected from the respondent and never published everywhere. Secondary data is data obtained from previously published or unpublished sources used to support the research conducted. Secondary data used in this study are data obtained from books, journals, articles in newspapers and magazines as well as sources from the internet.

Questionnaire is the primary data. In other word, it is the main source used to collect the data. A set of 384 questionnaires were distributed to adults who are age between 20 to 49 years old in Selangor. Questionnaire is used as a primary data collection method because of its reliability, cheap and easy.

Journal and internet sources were used as secondary data. All the information from these sources used to support the findings of this research.

3.7.1 Population

There are 12 districts in Selangor. The districts were obtained through a list of municipalities and city councils in Selangor (One Stop Centre Portal, 2014). Therefore, the researcher distributed the questionnaires to each district equally to all 12 districts. A total of 32 questionnaires were distributed in each district. Due to the lack of information on the population in each district in Selangor, the researcher cannot divide survey questionnaires proportionately by population in each district.

The researcher contacted the Department of Statistics Malaysia but failed to get feedback from them. The sampling method used is convenience sampling method.

Table 3.6
Districts in Selangor

Districts	Number of Distributed Questionnaires
Shah Alam	$384 / 12 = 32$
Petaling Jaya	$384 / 12 = 32$
Ampang Jaya	$384 / 12 = 32$
Kajang	$384 / 12 = 32$
Klang	$384 / 12 = 32$
Selayang	$384 / 12 = 32$
Subang Jaya	$384 / 12 = 32$
Sepang	$384 / 12 = 32$
Hulu Langat	$384 / 12 = 32$
Kuala Langat	$384 / 12 = 32$
Kuala Selangor	$384 / 12 = 32$
Sabak Bernam	$384 / 12 = 32$
Total	384

3.7.2 Sampling

According to the Department of Statistics, Malaysia, the population in Selangor for 2016 is estimated 6,308,300 peoples (Department of Statistics Malaysia, 2016); therefore from the Krejcie and Morgan Table (Krejcie & Morgan, 1970), the respondents are 384. The targeted respondents for this study consist of adults aged between 20 to 49 years old in Selangor. The sampling method used is convenience sampling method.

3.7.3 Data Collection Procedures

Primary data collection method in this study is a self-administered questionnaire. The respondents need to answer all the questions given in the

questionnaire to avoid being rejected. The questionnaires were distributed to the target respondents which are between 20 to 49 years old in Selangor. In addition, 384 questionnaires are distributed to selected respondents to obtain the primary data for analysis. Next, all of the data collected entered manually into SPSS to be computed for use in analyzing Cronbach's alpha, Pearson correlation and ANOVA.

3.8 Techniques of Data Analysis

The collections of data from questionnaires were analyzed by using Statistical Package for the Social Science version 23.0 (SPSS). Reliability analysis, descriptive analysis and inferential analysis were conducted. First, reliability analysis is conducted on the data collected to find the value of Cronbach's alpha for every selected variable. Second, descriptive analysis is conducted to get the value of mean, standard deviation, minimum variables, maximum variables, kurtosis and skewness and grand mean for each selected item and/or variable.

Third, in order to check the effect of brand image, product features, price and peer influence on purchase intention towards smartphone brand among adults in Selangor, the researcher conducted inferential analysis. Inferential analyses in this study are Pearson correlation analysis and multiple regression analysis.

Table 3.7
Techniques of Data Analysis

Type of Analysis	The Analysis Conducted
Demographic analysis	Frequency Percentage

Table 3.7 (Continued)

Type of Analysis	The Analysis Conducted
General information regarding smartphone analysis	Frequency Percentage
Reliability analysis	Cronbach's alpha Coefficient
Descriptive analysis	Mean Standard deviation Grand mean
Inferential analysis	Pearson Correlation Coefficient Multi regression analysis

3.8.1 Data Coding

According to Malhotra (2007), the code representing each answer in the questionnaire is known as data coding. The data coding used in this study is the numerical i.e. 1 to 5 in five-points Likert scale. Errors can be reduced and data reliability can be improved through data coding.

3.8.2 Cleaning of Data

According to Malhotra (2008), the process of checking the data that has been entered with the help of a computer acquisition is known as data cleaning. Data cleaning process is done using Statistical Package for the Social Science version 23.0 (SPSS). The purpose is to ensure that the data entered does not have any errors such as five-points Likert scale but include number 5 and above. The suitability of factor analysis to test the overall magnitude of the correlation matrix was performed using Bartlett's Sphericity test (Hair, Anderson, Babin, & Black, 2010).

Table 3.8
Factor Analysis Criterion

Type	Criterion
Kaiser's criterion	Eigenvalue of 1.0 or more are retained
Principle component analysis	Output value
KMO – Kaiser-Meyer-Olkin measure	Recommended value above 0.6
Bartlett sphericity test	$P < 0.5$ is considered appropriate

3.8.3 Descriptive Analysis

Descriptive analysis provides information about the population being studied. In this study, the researcher used frequency distribution, mean, standard deviation, skewness and kurtosis to interpret data.

The respondents' answers were analyzed accordingly to gain the precise statistical information. As for the Part A of demographics, the researcher used frequency analysis and percentage to interpret the data collected. Meanwhile, the researcher used mean, standard deviation, skewness and kurtosis to analyze the collection of data in Part B until Part H of the questionnaire. The researcher has chosen this descriptive analysis because it makes it easier to interpret the collection of data.

3.8.4 Inferential Analysis

Pearson's correlation analysis and multiple regression analyzes were conducted using SPSS. Value of Pearson's correlation coefficient, r , is used to examine the relationship between variables where the value lies within -1.0 to +1.0. According to Coakes, Steed, & Ong, (2010), the - or the + sign just to show the

direction of the relationship only. Meanwhile, the value of two-tailed significant level used to test the null hypothesis.

As for this study, the analysis test is done at 5% significance level. The H_0 is rejected if $p < 0.05$ (Malhotra, 2007). To determine whether the independent variables associated with the dependent variable, multiple regression analysis was conducted. This analysis can estimate the coefficient of the equation for a linear relationship.

The equation of the multiple regression analysis is generally as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

where,

Y = dependent variable

a = constant

β_1 = coefficient associated with the independent variables

X_1 = independent variables

3.9 Summary

In this research, the target respondents were adults aged 20 to 49 years old in Selangor. Besides, survey approach was adopted and questionnaires were distributed through online. SPSS version 23.0 was used for data analysis. In the next chapter, statistical analysis was discussed based on the data collected.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

This chapter discusses the analysis and findings of the data collected. There are nine sections in this chapter. The introduction of this chapter is described in Section 4.1. Section 4.2 explained about cleaning of data. Section 4.3 is the demographic analysis. Section 4.4 is general information regarding smartphone analysis. The reliability analysis is in section 4.5. Next, the descriptive analysis is shown in section 4.6. Section 4.7 discusses about inferential analysis and lastly, section 4.8 is the summary of this chapter four.

4.2 Cleaning of Data

Before analyzing and interpreting the data, the researcher does the cleaning of data first. The cleaning of data process demands careful consideration, as it significantly affect the final statistical results.

The process of data's cleaning in this study was performed using SPSS. The purpose of data cleaning to ensure that all data is entered manually by the researcher are correct and no error that would interfere with data analysis. This study used a scale of one (1) to five (5), the researcher should ensure that the minimum and

maximum values of data not less than one (1) and not more than five (5) (as in Table 4.1)

Table 4.1
Cleaning of Data

Item of Variable	Minimum Statistic	Maximum Statistic
Purchase Intention		
I will consider the brand of the smartphone before I purchase it	1.00	5.00
I will recommend my friend to buy smartphone	2.00	5.00
I search for information about smartphone from time to time	1.00	5.00
I always talk about smartphone with my friends	1.00	5.00
Brand Image		
Brand image is an attraction for me to purchase a smartphone	1.00	5.00
I will consider the brand image when buying a smartphone with higher price	1.00	5.00
I will make my purchase according to my favorite's smartphone brand, regardless of the price	1.00	5.00
Smartphone's brand name is my priority when making a purchase decision	1.00	5.00
Product Features		
If two smartphone's had the same features I would choose the smartphone that is the current trend from an operating system point of view	1.00	5.00
If a smartphone designer changes the user interface completely, I would welcome the change of brand	1.00	5.00
I would rather choose a smartphone brand that has a superior camera over one that is fast and responsive	1.00	5.00
Price		
I buy smartphone because they are worth to used regarding between with their price & usage quality	1.00	5.00
I am willing to buy smartphone even though the price is higher	1.00	5.00
I am uncertain which smartphone's brands provide real value for money in terms of product quality	2.00	5.00
Peer Influence		
It is important that my friends like the brand of smartphone I'm using	1.00	5.00
I achieve a sense of belonging by purchasing the same smartphone that my friends purchase	1.00	5.00
If I want to be like someone, so I try to buy the same smartphone that they buy	1.00	5.00
I identify with my friends by purchasing the same smartphone they purchase	1.00	5.00

Table 4.2 showed that all the variables were significant because the values of all variables were $p < 0.000$ for Bartlett sphericity test. In addition, 4.2 also showed that the values for each variables of the Kaiser-Meyer-Olkin (KMO) were greater than 0.6 except for price. In addition, through Kaiser-Meyer-Olkin (KMO), it is

known that all variables except price are suitable to apply exploratory factor analysis (Tabachnick & Fidell, 1996).

Table 4.2
Factor Analysis Results

Variable Items	Principle Component Analysis
Purchase Intention	
I will consider the brand of the smartphone before I purchase it	.751
I will recommend my friend to buy smartphone	.824
I search for information about smartphone from time to time	.818
I always talk about smartphone with my friends	.589
KMO	.716
Bartlett sphericity test	$\chi^2 (4) = 293.830, p < .000$
Brand Image	
Brand image is an attraction for me to purchase a smartphone	.892
I will consider the brand image when buying a smartphone with higher price	.813
I will make my purchase according to my favorite's smartphone brand, regardless of the price	.802
Smartphone's brand name is my priority when making a purchase decision	.900
KMO	.797
Bartlett sphericity test	$\chi^2 (4) = 66.218, p < .000$
Product Features	
If two smartphone's had the same features I would choose the smartphone that is the current trend from an operating system point of view	.848
If a smartphone designer changes the user interface completely, I would welcome the change of brand	.874
I would rather choose a smartphone brand that has a superior camera over one that is fast and responsive	.747
KMO	.657
Bartlett sphericity test	$\chi^2 (3) = 257.491, p < .000$
Price	
I buy smartphone because they are worth to used regarding between with their price & usage quality	.628
I am willing to buy smartphone even though the price is higher	.812
I am uncertain which smartphone's brands provide real value for money in terms of product quality	.657
KMO	.537
Bartlett sphericity test	$\chi^2 (4) = 60.970, p < .000$

Table 4.2 (Continued)

Variable Items	Principle Component Analysis
It is important that my friends like the brand of smartphone I'm using	.873
I achieve a sense of belonging by purchasing the same smartphone that my friends purchase	.874
If I want to be like someone, so I try to buy the same smartphone that they buy	.612
I identify with my friends by purchasing the same smartphone they purchase	.883
KMO	.834
Bartlett sphericity test	$\chi^2 (4) = 844.302, p < .000$

4.3 Demographic Analysis

Demographics features of the respondents were gathered from the first questions of the questionnaire and exhibited in the tables below.

Table 4.3
Descriptive Statistics for Demographic Profile

Items	Categories	Frequency	%
Residential area	Shah Alam	32	10.3
	Petaling Jaya	32	10.3
	Ampang Jaya	32	10.3
	Kajang	32	10.3
	Klang	23	7.4
	Selayang	28	9.0
	Subang Jaya	24	7.7
	Sepang	32	10.3
	Hulu Selangor	17	5.5
	Kuala Langat	24	7.7
	Kuala Selangor	8	2.6
	Sabak Bernam	27	8.7
	Total	311	100.0
Gender	Male	143	46.0
	Female	168	54.0
	Total	311	100.0
Age	20 - 29	83	26.7
	30 - 39	186	59.8
	40 - 49	42	13.5
	Total	311	100.0

Table 4.3 (Continued)

Items	Categories	Frequency	%
Ethnicity	Malay	285	91.6
	Chinese	20	6.4
	Indian	3	1.0
	Others	3	1.0
	Total	311	100.0

Table 4.3 presented the descriptive statistics for demographic profile. Twelve districts were identified in Selangor state used to gather information about the residential areas of the respondents. 10.3% of the respondents live in Shah Alam, Petaling Jaya, Ampang Jaya, Kajang and Sepang, 9.0% of the respondents live in Selayang and 8.7% of the respondents live in Sabak Bernam. While 7.7% of the respondents live in Subang Jaya and Kuala Langat. While the remaining 7.4%, 5.5% and 2.6% of the respondents live in Klang, Hulu Selangor and Kuala Selangor respectively.

Over half of the respondents (54.0%) are female respondents. While 46.0% respondents are male.

Age of respondents was dominated of 30 - 39 years old with the total rate is 59.8%. 26.7% are 20 - 29 years old and 13.5% of the respondents are 40 - 49 years old.

The Malays dominate the ethnicity of the respondents which is 91.6%. 6.4% are Chinese. Besides, 1.0% of the respondents are Indian and Others ethnicity such as Bajau.

4.4 General Information Regarding Smartphone Analysis

Table 4.4

Descriptive Statistics for General Information Regarding Smartphone

Items	Categories	Frequency	%
Have you purchase smartphone before?	Yes	308	99.0
	No	3	1.0
	Total	311	100.0
What is your current smartphone's brand?	Apple	96	30.9
	Samsung	115	37.0
	OPPO	6	1.9
	Sony	9	2.9
	Asus	3	1.0
	XioMi	17	5.5
	Huawei	19	6.1
	Lenovo	17	5.5
	Others	29	9.3
	Total	311	100.0
Which smartphone brand do you preferred?	Apple	130	41.8
	Samsung	104	33.4
	OPPO	3	1.0
	Sony	10	3.2
	Asus	0	0.0
	XioMi	6	1.9
	Huawei	3	1.0
	Lenovo	14	4.5
	Others	41	13.2
	Total	311	100.0
How much money do you spent on your smartphone?	Below RM500	39	12.5
	RM501 - RM1,000	56	18.0
	RM1,001 - RM2,000	97	31.2
	Above RM2,001	119	38.3
	Total	311	100.0

Table 4.4 showed the respondents respond on whether they have purchased a smartphone before. A total of 308 respondents have purchased smartphone previously, which represents a total of 99.0% from the total of 100.0%. Those who have not purchased a smartphone, literally meaning they are not smartphone users consisted of only three respondents.

Table 4.4 has showed different smartphone brands that respondents are using currently. The smartphone brand includes Apple, Samsung, OPPO, Sony, Asus, XiaoMi, Huawei, Lenovo and others. According to the result obtained, majority of the smartphone user are using Samsung brand. There are 37.0% of the respondents using Samsung as their current smartphone, which is 115 out of the 311 respondents. The second smartphone brand that uses by most of the respondents is Apple which has 96 respondents that stand 30.9% of the total respond. Next, third highest brand that is owned by most of the respondent is others that not stated among eight brands above with 29 respondents that stand 9.3%. Followed by Huawei, XioMi and Lenovo that gain 6.1%, 5.5% and 5.5% respectively. Sony, OPPO and Asus have the least users. These brands have only 9 users, 6 users and 3 users respectively.

As the result on Table 4.4, it showed which smartphone brand that the respondents prefer. Among the eight brands shown and others brand, Apple is the most preferred and desired brand which have the highest frequency of 130 from the total respondents with 41.8%. Samsung is the second preferred brand, which has 104 frequency out of the total respondents and 33.4%. Third is others brand, which has 41 frequency of the total respondents is 13.2%. The following is Lenovo, Sony and XioMi, which each of them 4.5%, 3.2% and 1.9%. While OPPO, Huawei and Asus have the least frequency since these brands only have 1.0% and Asus have none.

Referring to Table 4.4, the level of spending of the respondents is categorized into four groups. In the first category, there are 39 respondents or 12.5% of total respondents who level of spending is below RM500. The following category is

whose spend RM501 - RM1,000; there are a total of 56 respondents or 18.0% of the total respondents are under this category. Next, the spending level from RM1,001 - RM2,000 score 97 respondents or 31.2% of total respondents. There are 119 respondents or 38.3% of the total respondents are under the last category which is the level of RM2001 and above.

4.5 Reliability Analysis

Table 4.5
Reliability Analysis of Pilot Test and Actual Data Set

ID	Number of Items	Pilot Test Cronbach's Alpha	Actual Data Cronbach's Alpha
Purchase Intention	4	0.891	0.730
Brand Image	4	0.891	0.872
Product Features	3	0.808	0.752
Price	3	0.845	0.486
Peer Influence	4	0.948	0.908

Cronbach's alpha values for each of the variables specified in Table 4.5. The reliability of the variables can be measured using the Cronbach's alpha value. Cronbach's alpha value is in the range of zero (0) to one (1). Cronbach's alphas of all variables in this study are acceptable except for pricing independent variable (see Table 4.5).

4.6 Descriptive Analysis

Table 4.6
Descriptive Statistics for Variable Items

Items	Mean	Std. Deviation	Ranking
Purchase Intention			
I will consider the brand of the smartphone before I purchase it	4.0257	1.05310	1
I will recommend my friend to buy smartphone	3.8810	.89910	2
I search for information about smartphone from time to time	3.6977	1.20695	3
I always talk about smartphone with my friends	3.3601	1.09495	4
Brand Image			
Brand image is an attraction for me to purchase a smartphone	3.7235	1.05680	1
I will consider the brand image when buying a smartphone with higher price	3.4984	1.11261	2
I will make my purchase according to my favorite's smartphone brand, regardless of the price	2.8842	1.23893	4
Smartphone's brand name is my priority when making a purchase decision	3.3794	1.17669	3
Product Features			
If two smartphone's had the same features I would choose the smartphone that is the current trend from an operating system point of view	3.9003	1.00308	1
If a smartphone designer changes the user interface completely, I would welcome the change of brand	3.4534	.95220	2
I would rather choose a smartphone brand that has a superior camera over one that is fast and responsive	3.2572	1.16871	3
Price			
I buy smartphone because they are worth to used regarding between with their price & usage quality	4.1093	.97100	1
I am willing to buy smartphone even though the price is higher	2.8199	1.20204	2
I am uncertain which smartphone's brands provide real value for money in terms of product quality	2.7846	1.19213	3
Peer Influence			
It is important that my friends like the brand of smartphone I'm using	2.1543	1.17582	1
I achieve a sense of belonging by purchasing the same smartphone that my friends purchase	2.1511	1.08939	2
If I want to be like someone, so I try to buy the same smartphone that they buy	1.8006	.98315	4
I identify with my friends by purchasing the same smartphone they purchase	1.8585	1.02198	3

Table 4.7
Descriptive Statistics for Variable

Variables	Grand Mean	Std. Deviation
Purchase intention	3.7412	.79472
Brand image	3.3714	.97568
Product features	3.5370	.85466
Price	3.2379	.79143
Peer influence	1.9912	.94683

Table 4.6 showed that the highest mean score of purchase intention items is 'I will consider the brand of the smartphone before I purchase it', which is 4.0257. Item 'I will recommend my friend to buy smartphone' and 'I search for information about smartphone from time to time' were placed in the second and third ranked of mean score which are 3.8810 and 3.6977 respectively. The forth ranked of mean score is item 'I always talk about smartphone with my friends' which is 3.3601. The grand mean of purchase intention is 3.7412 (see Table 4.7). It showed that the level of purchase intention towards smartphone brand among adults in Selangor is good.

Meanwhile, for brand image items, item 'Brand image is an attraction for me to purchase a smartphone' has the highest mean score which is 3.7235. Item 'I will consider the brand image when buying a smartphone with higher price' is the second ranked of mean score which is 3.4984 and 'Smartphone's brand name is my priority when making a purchase decision' is the third ranked of mean score which is 3.3794. The forth ranked of mean score is item 'I will make my purchase according to my favorite's smartphone brand, regardless of the price' which is 2.8842. The grand mean of perceived ease of use as showed in Table 4.7 is 3.3714.

Besides, for product features items, item 'If two smartphone's had the same features I would choose the smartphone that is the current trend from an operating system point of view' scored the highest mean score among all of product features items which is 3.9003. In addition, the second highest mean score goes to item 'If a smartphone designer changes the user interface completely, I would welcome the change of brand' of 3.4534. Furthermore, item 'I would rather choose a smartphone

brand that has a superior camera over one that is fast and responsive' is the third ranked item that has the mean score of 3.2572. The grand mean of product features as showed in Table 4.7 is 3.5370.

Next, for price items, item 'I buy smartphone because they are worth to used regarding between with their price & usage quality' has the highest mean score among all which is 4.1093. The second highest mean score goes to item 'I am willing to buy smartphone even though the price is higher' of 2.8199. The item 'I am uncertain which smartphone's brands provide real value for money in terms of product quality' is ranked as the third highest mean score that is 2.7846. Furthermore, the grand mean of price is 3.2379 (see Table 4.7).

Besides, for peer influence items, item 'It is important that my friends like the brand of smartphone I'm using' received the highest mean score among all which is 2.1543. Next, the second highest mean score goes to 'I achieve a sense of belonging by purchasing the same smartphone that my friends purchase' of 2.1511. Subsequently, the item 'I identify with my friends by purchasing the same smartphone they purchase' is ranked as the third highest mean score of 1.8585. Lastly, the 'If I want to be like someone, so I try to buy the same smartphone that they buy' has the lowest mean score of 1.8006. Table 4.7 showed the grand mean of peer influence is 1.9912.

4.7 Inferential Analysis

4.7.1 Correlation Analysis

Table 4.8
Pearson Correlation Coefficient Matrix

	Purchase Intention	Brand Image	Product Features	Price	Peer Influence
Purchase Intention	1	.672**	.523**	.355**	.102**
Sig. (2-tailed)		.000	.000	.000	.000
N	311	311	311	311	311
Brand Image	.672**	1	.425**	.407**	.264**
Sig. (2-tailed)	.000		.000	.000	.000
N	311	311	311	311	311
Product Features	.523**	.425**	1	.407**	.264**
Sig. (2-tailed)	.000	.000		.000	.000
N	311	311	311	311	311
Price	.355**	.407**	.596**	1	.294**
Sig. (2-tailed)	.000	.000	.000		.000
N	311	311	311	311	311
Peer Influence	.102**	.264**	.182**	.294**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	311	311	311	311	311

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

Pearson correlation is used to see whether independent variables are related to purchase intention towards smartphone brand among adults in Selangor or not. The value of correlation should not exceed 0.8 (Hair, Money, Samouel, & Page, 2011). If seen from Table 4.8, all values of the independent variables do not exceed 0.8.

The significant relationship between brand image and purchase intention towards smartphone brand among adults in Selangor ($r = 0.672$, $p < 0.01$) (see Table 4.8). Therefore, H_1 is accepted. Thus, there is positive influence of brand image and purchase intention towards smartphone brand among adults in Selangor.

Table 4.8 showed that the significant relationship between product features and purchase intention ($r = 0.523$, $p < 0.01$). Therefore, H_2 is accepted. Thus, product features is influencing to purchase intention towards smartphone brand among adults in Selangor.

The significant relationship between price and purchase intention ($r = 0.355$, $p < 0.01$) (see Table 4.8). Therefore, H_3 is accepted. Hence, price is influencing to purchase intention towards smartphone brand among adults in Selangor.

The significant relationship between peer influence and purchase intention ($r = 0.102$, $p < 0.01$) (see Table 4.8). Therefore, H_4 is accepted. It indicates that pricing is influencing to purchase intention towards smartphone brand among adults in Selangor.

4.7.2 Regression Analysis

Table 4.9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.729	.531	.525	.54777

Table 4.9 showed that all the independent variables are influencing to purchase intention towards smartphone brand among adults in Selangor. Moreover, the coefficient of determination (R square) that used to examine the regression model is equal to 0.531. Therefore, H_5 which is the effect of brand image, product features, price and peer influence on purchase intention towards smartphone brand among

adults in Selangor is $R^2 = 0.531$. This indicated that 53.1% of purchase intention towards smartphone brand among adults in Selangor was related to all the independent variables which are brand image, product features, price and peer influence. Meanwhile, 46.9% of the variation in purchase intention towards smartphone brand among adults in Selangor will be explained by other factors. This suggests that in addition to brand image, product features, price and peer influence, there are also other factors that will influence purchase intention towards smartphone brand among adults in Selangor.

Table 4.10
ANOVA

Model	df	F	Sig.
Regression	4	86.631	.000
Residual	306		

Table 4.10 shown ANOVA analysis to check the regression model good fit for the data or vice versa. All the independent variables which are brand image, product features, price and peer influence are influencing to the purchase intention towards smartphone brand among adults in Selangor. Based on the information in Table 4.10, the regression model was good fit for the data and statistically significant, $F(4, 306) = 86.631, p < 0.01$.

Table 4.11
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Purchase Intention	Std. Error	Beta		
(Constant)	1.401	.155		9.032	.000
Brand Image	.471	.037	.579	12.888	.000
Product Features	.268	.047	.320	6.360	.000
Price	-.044	.051	-.043	-.853	.394
Peer Influence	-.081	.035	-.097	-2.328	.021

The beta value in Table 4.11 revealed the position of the independent variables influence on purchase intention towards smartphone brand among adults in Selangor. Brand image has the highest beta value ($\beta = 0.579$, $t = 12.888$, $p < 0.01$). Therefore, purchase intention towards smartphone brand among adults in Selangor is influenced mostly by brand image. Next, the influence factors to purchase intention towards smartphone brand among adults in Selangor were followed by product features ($\beta = 0.320$, $t = 6.360$, $p < 0.01$). While peer influence and price variables are not significant.

Linear equation is formed based on Table 4.11:

$$PI = 1.401 + 0.471 (BI) + 0.268 (PF) - 0.044 (P) - 0.081 (PIF)$$

4.8 Summary

Table 4.12
Summary of Hypotheses

Hypotheses	Results	Remark
H ₁ : Brand image has a relationship in purchase intention towards smartphone brand among adults in Selangor.	$r = 0.672$ ($p < 0.01$)	Accepted
H ₂ : Product features have a relationship in purchase intention towards smartphone brand among adults in Selangor.	$r = 0.523$ ($p < 0.01$)	Accepted
H ₃ : Price has a relationship in purchase intention towards smartphone brand among adults in Selangor.	$r = 0.355$ ($p < 0.01$)	Accepted
H ₄ : Peer influence has a relationship in purchase intention towards smartphone brand among adults in Selangor.	$r = 0.102$ ($p < 0.01$)	Accepted
H ₅ : Brand image, product features, price and peer influence have influence on purchase intention towards smartphone brand among adults in Selangor.	$R^2 = 0.531$ ($p < 0.01$)	Accepted

Analysis of the data for this study was discussed in this chapter. Data collected through the self-administered questionnaires were carried out. The response rate was 81.0%. Data analysis was performed using SPSS. Through the analysis that has been done, all the independent variables are significantly influencing to purchase intention towards smartphone brand among adults in Selangor. Therefore, all the four hypotheses, H₁ to H₄, were accepted as in Table 4.12. The regression model is equal to 0.531.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The headline of conclusion and recommendation become the final chapter for this study. This chapter is divided into five sections. As usual, introduction to chapter five is in section 5.1. Second, section 5.2 is the recapitulation of the study. Third, section 5.3 is the discussion. Forth, section 5.4 is the recommendation for future study. Lastly, the conclusion of this thesis is in section 5.5.

5.2 Recapitulation of the Study

This study was conducted to see the effect brand image, product features, price and peer influence on purchase intention towards smartphone brand among adults in Selangor. The study also aimed to establish a relationship between the factors mentioned above and intention to purchase or repurchase on smartphone brand among adults in Selangor.

A descriptive study design was used for this study. A convenience sampling method was used to sample population of 384 adults in Selangor. Questionnaire was used as a data collection technique. Out of the 384 questionnaires distributed, only 311 returned. This gave the response rate of 81.0%. Data were analyzed using SPSS and the results were presented in the form of a percentage, mean, standard deviation,

grand mean, skewness and kurtosis. Regressions were carried out on the four factors under investigation and the findings recorded.

5.3 Discussion

The grand mean score for purchase intention towards smartphone brand among adults in Selangor is 3.7412. It shows that the level of purchase intention towards smartphone brand among adults in Selangor is good. In other word, adults in Selangor have intention to purchase online towards smartphone brand in future. Intention to buy online reflect the actual purchase behaviour (Poddar, Donthu, & Wei, 2009). Therefore, online retailers should give full attention to the variables that make them to purchase in order to make a right strategy to attract them to purchase the smartphone.

In this study, brand image is associated and moderately associated to purchase intention towards smartphone brand among adults in Selangor ($r = 0.672$, $p < 0.01$). The results for this study are similar to the studies conducted by Khan and Rohi (2013) which show positive linkages between brand image and smartphone brand options. A better-known brand is preferred over the common brand in the market (Kohli, Harich, & Leuthesser, 2005). The overall content of the brand is usually reflected through brand image.

In reviewing purchase intentions, product images are among the key factors that cannot be ignored (Shabir *et al.*, 2014). Brand image is one of the strongest and

dominant factors besides brand loyalty, brand perceptions and brand preferences that affect the consumer intentions when buying smartphones

Other researchers who have proven a positive relationship between brand image and purchase intention are Chi, Yeh and Huang (2009), Lin and Lin (2007) and Eze *et al.* (2012).

From the result it could be concluded that product features has significant relationship with purchase intention towards smartphone brand among adults in Selangor and H₂ is accepted ($r = 0.523$, $p < 0.01$). The purchase intention on the scooter/motorcycle has a positive relationship with product features as in Shaharudin *et al.* (2011). According to Liu (2002), users are more interested in buying smartphones with newer and more advanced features. Dziwornu (2013) also noted that special features and designs also increase purchase intentions in purchasing smartphones.

The study's result validates H₃, where price is significant but with low strength of association to purchase intention ($r = 0.355$, $p < 0.01$). Stanton (1997) states that pricing is the most important factor in purchasing intentions as it the main thing in generating sales and driving consumer purchasing decisions. However, according to Suri and Monroe (2003), not all consumers are willing to pay a high price for a high-quality product. It is supported by Erickson and Johansson (1985) which clearly states that the price is a variable that has a direct impact on consumer purchase intentions.

Purchase intention towards smartphone brand among adults in Selangor was influenced by peer influence. This validates H_4 , which was there is significant but weak association of pricing and purchase intention towards smartphone brand among adults in Selangor ($r = 0.102$, $p < 0.01$). There is a positive correlation between the influence of partners and purchase intentions especially for those who live alone (Schiffman & Kanuk, 2000). During shopping with friends, friends become highly influential individuals in helping make purchasing decisions (Venkatesan, 1973). In Malaysia, the Chinese agreed that the influence of reference groups was the most important factor in the purchase intention (Mokhlis & Yaakop, 2012).

Through this study, H_5 is accepted where the independent variables have an effect ($R^2 = 0.531$, $F(4, 306) = 86.631$, $p < 0.01$) on purchase intention towards smartphone brand among adults in Selangor. This indicated that 53.1% of purchase intention towards smartphone brand among adults in Selangor was related to all the independent variables which are brand image, product features, price and peer influence. Meanwhile, 46.9% of the variation in purchase intention towards smartphone brand among adults in Selangor will be explained by other factors. The most influence factor to purchase intention towards smartphone brand among adults in Selangor is brand image. Purchase intention towards the brand of smartphone among adults in Selangor is also influenced by product features. All the results shows all independent variables are positively influence towards purchase intention towards smartphone brand among adults in Selangor.

5.4 Recommendations

Future researcher could conduct a qualitative research and can be added a number of variables that are appropriate to the study for better understanding of purchase intention towards smartphone brand in Malaysia. Besides, future research can use probability sampling method because the differences between sample results and population equivalent values could be computed. Probability sampling is better than non-probability sampling method even though it is more costly. In addition, the researcher could obtain more accurate results since all the targeted respondents in a big area are sampled. Besides, future research can add more appropriate variables that may influence purchase intention towards smartphone brand among adults in Selangor such as product security, product quality and others.

Understanding of factors contributing to the intention of buying smartphone brand among adults in Selangor by smartphone companies is enhanced through this study. Every day attention and interest to smartphones is increasing. This makes the smartphone purchase process increasingly intense due to the sophistication and complexity involved in highly sophisticated smartphones. In fact, over the last four years the purchase of smartphones has been increasing. According to Gartner.com, total sales of handphones in 2012 have reached 34% (Gartner, 2012).

This study differs from existing studies that are about the same as seeing smartphone brand and purchase intentions as this study focuses only on adults in Selangor. This means that this study was designed only to look at the relationship

between buying intentions on smartphone brands among adults in Selangor and the factors that affect them.

The intentions of consumer purchases on smartphones are also affected by price factors. The price of the smartphone offered by the handphone company needs to be due to the fierce competition today. Therefore, the price offered should be in line with the quality and features available for a handphone.

Product features also have a positive relationship with purchase intentions toward smartphone purchase intentions. Consequently, users see product features aspects in smartphones before buying them.

Furthermore, peer influence is also a variable that proves to have a significant relationship with the intent of consumer purchases over smartphones among adults in Selangor. Users are more likely to follow their peers' trends including smartphones. This should be a strategy for smartphone companies to market smartphones that are capable of users. Perhaps the smartphone company will be promoting their smart phone brands in college and workplace during lunch time. This will encourage product trials and may lead to purchase action. According to Ainin, Parveen, Moghavvemi, Jaafar and Mohd Shuib, (2015) users who fall into the 'peer group' category may also follow the same buying behavior.

5.5 Conclusion

In conclusion, this study achieved all the objectives. All independent variables have significant relationship with purchase intention towards smartphone brand among adults in Selangor which are brand image ($r = 0.672$, $p < 0.01$), product features ($r = 0.523$, $p < 0.01$), price ($r = 0.355$, $p < 0.01$) and peer influence ($r = 0.102$, $p < 0.01$). The regression model is $R^2 = 0.531$ which means that 53.1% of purchase intention towards smartphone brand among adults in Selangor was related to the independent variables.

To sum up, brand image has the strongest influence ($\beta = 0.579$, $t = 12.888$, $p < 0.01$) towards purchase intention on smartphone brand among adults in Selangor. This is followed by product features ($\beta = 0.320$, $t = 6.360$, $p < 0.01$) in influencing purchase intention towards smartphone brand among adults in Selangor. However peer influence and price is not significant. In Selangor, the intention to buy smartphone brand among adults will increase when the mobile phone companies are able to tailor the consumers' need and wants. It can be done by well understanding about the factors that contributed to the purchase intention on smartphone brand.

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Appendix A: Questionnaires



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Responden yang dihormati,

Saya adalah pelajar Sarjana di Universiti Utara Malaysia dan menjalankan soal selidik di kalangan orang dewasa yang berumur antara 20-49 tahun mengenai niat pembelian ke atas jenama telefon pintar bagi memenuhi keperluan separa pengajian Sarjana saya.

Saya faham bahawa masa anda adalah sangat berharga. Walau bagaimanapun, penyertaan anda dalam soal selidik ini, yang memerlukan hanya kira-kira 10-15 minit masa anda, sangat penting untuk kejayaan soal selidik ini.

Semua maklumat dalam soal selidik ini adalah sulit dan bertujuan untuk kajian ini sahaja. Tiada maklumat yang berkaitan dengan individu akan didedahkan kepada mana-mana orang ketiga atau organisasi. Secara keseluruhannya, maklumat yang diperoleh dalam kajian ini akan digunakan semata-mata untuk tujuan akademik sahaja.

Sekiranya anda mempunyai pertanyaan mengenai soal selidik ini jangan ragu-ragu untuk menghubungi saya di rospata@gmail.com. Terima kasih atas kerjasama anda dalam menjawab soal selidik ini. Penyertaan anda dalam kajian ini sangat dihargai.

Ikhlas,

Rospata binti Mohamad

Calon MSc



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Dear Respondents,

I am Master's student of Universiti Utara Malaysia and conducting a survey among adults between 20-49 years old regarding purchase intention towards smartphone brand to fulfill the Master's partial requirement of the university.

I understand that your time is valuable. However, your participation in this survey, which will require only about 10-15 minutes of your time, is vital to the success of this study.

All information provided in this questionnaire will be confidential for the present study purposes. No information pertaining to individuals will be divulged to any third person or organization. In sum, the information obtained in this study will be used purely for academic purposes only.

Should you have any queries regarding this research please do not hesitate to contact me at rospata@gmail.com. Thank you very much for your cooperation in responding to the questionnaire. Your participation in this study is greatly appreciated.

Sincerely,

Rospata binti Mohamad

MSc Candidate

Bahagian A: Profil Responden

Section A: Respondent's Profile

1. Kawasan tempat tinggal (*Residential area*):

- | | | | |
|--|---------------------------------------|---|--|
| <input type="checkbox"/> Shah Alam | <input type="checkbox"/> Subang Jaya | <input type="checkbox"/> Klang | <input type="checkbox"/> Ampang Jaya |
| <input type="checkbox"/> Selayang | <input type="checkbox"/> Sabak Bernam | <input type="checkbox"/> Kuala Selangor | <input type="checkbox"/> Hulu Selangor |
| <input type="checkbox"/> Petaling Jaya | <input type="checkbox"/> Sepang | <input type="checkbox"/> Kajang | <input type="checkbox"/> Kuala Langat |

2. Jantina:

- | | |
|---|--|
| <input type="checkbox"/> Lelaki (<i>Male</i>) | <input type="checkbox"/> Perempuan (<i>Female</i>) |
|---|--|

3. Umur (*Age*):

- ☐ 20 - 29 tahun (*years old*)
☐ 30 - 39 tahun (*years old*)
☐ 40 - 49 tahun (*years old*)

4. Kaum (*Race*):

- | | |
|--|---|
| <input type="checkbox"/> Melayu (<i>Malay</i>) | <input type="checkbox"/> India (<i>Indian</i>) |
| <input type="checkbox"/> Cina (<i>Chinese</i>) | <input type="checkbox"/> Lain-lain, nyatakan (<i>Others, please specify</i>): |



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Bahagian B: Maklumat umum berkenaan telefon pintar

Section B: General information regarding smartphone

1. Pernahkah anda membeli telefon pintar sebelum ini?

(Have you purchase smartphone before?):

☐ Ya (*Yes*)

☐ Tidak (*No*)

2. Apakah jenama telefon pintar semasa anda?

(What is your current smartphone's brand?):

☐ Apple

☐ Asus

☐ Samsung

☐ XioMi

☐ OPPO

☐ Huawei

☐ Sony

☐ Lenovo

☐ Lain-lain (sila nyatakan) (*Others (please specify)*):

.....

3. Jenama telefon pintar yang mana yang anda pilih?

(Which smartphone brand do you preferred?):

☐ Apple

☐ Asus

☐ Samsung

☐ XioMi

☐ OPPO

☐ Huawei

☐ Sony

☐ Lenovo

☐ Lain-lain (sila nyatakan) (*Others (please specify)*):

.....

4. Berapa banyak wang yang anda belanjakan untuk telefon pintar anda?

(How much money do you spent on your smartphone?):

☐ Bawah RM500 (*Below RM500*)

☐ RM501 – RM1,000

☐ RM1,001 – RM2,000

☐ Atas RM2,001 (*Above RM2,001*)

Bahagian C : Niat pembelian jenama telefon pintar

Section C: Purchase intention of smartphone brand

Responden diminta untuk menyatakan sejauh mana mereka bersetuju atau tidak bersetuju dengan setiap pernyataan menggunakan skala 5 Likert di bawah. Sila **BULATKAN** satu jawapan menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap pernyataan berikut.

*(Respondent are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale response framework. Please **CIRCLE** one answer indicates the extent to which you agree or disagree with each of the following statements).*

Sangat tidak bersetuju (Strongly disagree)	Tidak bersetuju (Disagree)	Berkecuali (Neither agree nor disagree)	Bersetuju (Agree)	Sangat bersetuju (Strongly agree)
1	2	3	4	5

1. Niat pembelian (*Purchase intention*)

1	Saya akan pertimbangkan jenama telefon pintar itu sebelum saya membelinya. <i>(I will consider the brand of the smartphone before I purchase it).</i>	1	2	3	4	5
2	Saya akan mengesyorkan rakan saya untuk membeli telefon pintar. <i>(I will recommend my friend to buy smartphone).</i>	1	2	3	4	5
3	Saya mencari maklumat mengenai telefon pintar dari semasa ke semasa <i>(I search for information about smartphone from time to time).</i>	1	2	3	4	5
4	Saya selalu berbual mengenai telefon pintar dengan rakan-rakan saya. <i>(I always talk about smartphone with my friends).</i>	1	2	3	4	5

Bahagian D: Faktor-faktor yang mempengaruhi niat pembelian jenama telefon pintar

Section D: Factors influencing purchase intention of smartphone brand

1. Imej jenama (*Brand image*)

- | | | | | | | |
|---|---|---|---|---|---|---|
| 1 | Imej jenama adalah tarikan bagi saya untuk membeli telefon pintar.
(<i>Brand image is an attraction for me to purchase a smartphone</i>). | 1 | 2 | 3 | 4 | 5 |
| 2 | Saya akan mempertimbangkan imej jenama apabila membeli telefon pintar dengan harga yang lebih tinggi.
(<i>I will consider the brand image when buying a smartphone with higher price</i>). | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya akan membuat pembelian mengikut jenama telefon pintar kegemaran saya, tanpa mengira harga.
(<i>I will make my purchase according to my favorite's smartphone brand, regardless of the price</i>). | 1 | 2 | 3 | 4 | 5 |
| 4 | Jenama telefon pintar adalah keutamaan saya ketika membuat keputusan pembelian.
(<i>Smartphone's brand name is my priority when making a purchase decision</i>). | 1 | 2 | 3 | 4 | 5 |

2. Ciri-ciri produk (*Product features*)

- | | | | | | | |
|---|---|---|---|---|---|---|
| 1 | Jika dua telefon pintar mempunyai ciri yang sama, saya akan memilih telefon pintar yang merupakan trend semasa dari sudut pandangan sistem operasi.
(<i>If two smartphone's had the same features I would choose the smartphone that is the current trend from an operating system point of view</i>). | 1 | 2 | 3 | 4 | 5 |
| 2 | Jika pereka telefon pintar mengubah antara muka pengguna sepenuhnya, saya akan menerima perubahan jenama.
(<i>If a smartphone designer changes the user interface completely, I would welcome the change of brand</i>). | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya lebih suka memilih jenama telefon pintar yang mempunyai kamera unggul berbanding yang cepat dan responsif.
(<i>I would rather choose a smartphone brand that has a superior camera over one that is fast and responsive</i>). | 1 | 2 | 3 | 4 | 5 |

3. Harga (*Pricing*)

- | | | | | | | |
|---|---|---|---|---|---|---|
| 1 | Saya membeli telefon pintar kerana ia berbaloi untuk digunakan, selaras dengan harga dan kualiti penggunaannya.
<i>(I buy smartphone because they are worth to used regarding between with their price & usage quality).</i> | 1 | 2 | 3 | 4 | 5 |
| 2 | Saya sanggup membeli telefon pintar walaupun harganya lebih tinggi.
<i>(I am willing to buy smartphone even though the price is higher).</i> | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya tidak pasti jenama telefon pintar mana yang memberikan nilai sebenar kepada wang dari segi kualiti produk.
<i>(I am uncertain which smartphone's brands provide real value for money in terms of product quality).</i> | 1 | 2 | 3 | 4 | 5 |

4. Pengaruh rakan sebaya (*Peer influence*)

- | | | | | | | |
|---|--|---|---|---|---|---|
| 1 | Adalah penting untuk kawan-kawan saya suka kepada jenama telefon pintar yang saya gunakan.
<i>(It is important that my friends like the brand of smartphone I'm using).</i> | 1 | 2 | 3 | 4 | 5 |
| 2 | Saya mencapai rasa kepunyaan dengan membeli telefon pintar yang sama yang dibeli rakan saya.
<i>(I achieve a sense of belonging by purchasing the same smartphone that my friends purchase).</i> | 1 | 2 | 3 | 4 | 5 |
| 3 | Jika saya mahu menjadi seperti seseorang, jadi saya cuba membeli telefon pintar yang sama yang mereka beli.
<i>(If I want to be like someone, so I try to buy the same smartphone that they buy).</i> | 1 | 2 | 3 | 4 | 5 |
| 4 | Saya dikenali oleh rakan saya dengan membeli telefon pintar yang sama yang mereka beli.
<i>(I identify with my friends by purchasing the same smartphone they purchase).</i> | 1 | 2 | 3 | 4 | 5 |

KAJISELIDIK TAMAT (*END OF QUESTIONNAIRE*)

TERIMA KASIH (*THANK YOU*)

Appendix B: Percentage of Handphone Users by State

Percentage of Handphone Users by State

State	Percentage
Johor	12.7
Kedah	5.7
Kelantan	4.6
Melaka	3.2
Negeri Sembilan	3.8
Pahang	5.5
Perak	8.5
Perlis	0.6
Pulau Pinang	5.5
Selangor	20.9
Terengganu	4.1
Sabah	8.6
Sarawak	6.8
WP Kuala Lumpur	8.9
WP Labuan	0.4
WP Putrajaya	0.4

Source: Malaysian Communications and Multimedia Commission (2015)

Appendix C: Percentage of Handphone Users by Age Category

Percentage of Handphone Users by Age Category

Age	Percentage
Below 15	1.8
15 - 19	10.7
20 - 24	18.8
25 - 29	16.3
30 - 34	12.7
35 - 39	10.0
40 - 44	8.3
45 - 49	7.2
50 - 54	4.6
55 - 59	4.8
60 - 64	2.8
65 and above	2.3

Source: Malaysian Communications and Multimedia Commission (2015)

Appendix D: Percentage of Device to Access Internet

Percentage of Device to Access Internet

Device to Access Internet	Percentage
Smartphone	89.3
Netbook/Notebook/Laptop	46.0
PC/Desktop	30.3
Tablets	24.8
Feature phone	15.8
Smart TV	5.1
TV streaming box	4.2
Game console	2.7

Source: Malaysian Communications and Multimedia Commission (2016)

Appendix E: Percentage of Online Banking Devices

Percentage of Online Banking Devices

Online Banking Devices	Percentage
Smartphone	66.7
Netbook/Notebook/Laptop	55.0
PC/Desktop	33.7
Tablets	19.6
Feature phone	4.0
Smart TV	0.6
Game console	0.2
TV streaming box	0.2
Don't know	0.1

Source: Malaysian Communications and Multimedia Commission (2016)

Appendix F: Percentage of Internet Access Using Handphones

Percentage of Internet Access Using Handphones

Accessing the Internet using Handphone	Percentage
Yes	63.73
No	36.7

Source: Malaysian Communications and Multimedia Commission (2015)

Appendix G: Percentage of Check Handphone Without Notifications

Percentage of Check Handphone Without Notification

Check Handphone Even When It Does Not Ring	Percentage
Yes	71.4
No	28.6

Source: Malaysian Communications and Multimedia Commission (2015)

Appendix H: Percentage of Importance of Handphone

Percentage of Importance of Handphone

Importance of Handphone in Daily Life	Percentage
Not important	3.7
Important	51.5
Very important	44.8

Source: Malaysian Communications and Multimedia Commission (2015)

Appendix I: Percentage of Turn Back to Get Handphone

Percentage of Turn Back to Get Handphone

Turn Back to Get Handphone	Percentage
Yes	76.3
No	23.7

Source: Malaysian Communications and Multimedia Commission (2015)

Appendix J: Descriptive Statistics for Demographic Profile (Pilot Test)

Descriptive Statistics for Demographic Profile (Pilot Test)

Items	Categories	Frequency	%
Residential area	Shah Alam	4	13.3
	Petaling Jaya	2	6.7
	Ampang Jaya	2	6.7
	Kajang	5	16.7
	Klang	1	3.3
	Selayang	2	6.7
	Subang Jaya	6	20.0
	Sepang	3	10.0
	Hulu Langat	2	6.7
	Kuala Langat	1	3.3
	Kuala Selangor	1	3.3
	Sabak Bernam	1	3.3
	Total	30	100.0
Gender	Male	14	46.7
	Female	16	53.3
	Total	30	100.0
Age	20 - 29	9	30.0
	30 - 39	12	40.0
	40 - 49	9	30.0
	Total	30	100.0
Race	Malay	26	86.7
	Chinese	4	13.3
	Indian	0	0.0
	Others	0	0.0
	Total	30	100.0



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Appendix K: Descriptive Statistics for General Information Regarding Smartphone (Pilot Test)

Descriptive Statistics for General Information Regarding Smartphone (Pilot Test)

Items	Categories	Frequency	%
Have you purchase smartphone before?	Yes	30	100.0
	No	0	0.0
	Total	30	100.0
What is your current smartphone's brand?	Apple	8	26.7
	Samsung	10	33.3
	OPPO	0	0.0
	Sony	0	0.0
	Asus	0	0.0
	XioMi	1	3.3
	Huawei	1	3.3
	Lenovo	4	13.3
	Others	6	20.0
	Total	30	100.0
Which smartphone brand do you preferred?	Apple	11	36.7
	Samsung	8	26.7
	OPPO	0	0.0
	Sony	0	0.0
	Asus	0	0.0
	XioMi	1	3.3
	Huawei	0	0.0
	Lenovo	4	13.3
	Others	6	20.0
	Total	30	100.0
How much money do you spent on your smartphone?	Below RM500	5	16.7
	RM501 - RM1,000	8	26.7
	RM1,001 - RM2,000	6	20.0
	Above RM2,001	11	36.7
	Total	30	100.0

Appendix L: Statistics of Items Score

Statistics of Items Score

Item	Frequency				
	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
PI1	11	13	63	94	130
PI2	0	28	62	140	81
PI3	18	35	74	80	104
PI4	19	36	127	72	57
BI1	10	33	69	120	79
BI2	12	54	75	107	63
BI3	57	54	101	66	33
BI4	25	43	92	91	60
PF1	12	15	56	137	91
PF2	14	19	131	106	41
PF3	28	51	92	93	47
P1	8	7	62	100	134
P2	59	55	105	67	25
P3	53	79	84	72	23
PIF1	129	58	83	29	12
PIF2	110	86	85	18	12
PIF3	151	98	44	9	9
PIF4	153	77	59	16	6



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Appendix M: Skewness and Kurtosis Statistics for Variable Items

Skewness and Kurtosis Statistics for Variable Items

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
PI1	-1.002	.138	.521	.276
PI2	-.514	.138	-.438	.276
PI3	-.587	.138	-.609	.276
PI4	-.188	.138	-.423	.276
BI1	-.633	.138	-.206	.276
BI2	-.357	.138	.730	.276
BI3	.024	.138	-.914	.276
BI4	-.354	.138	-.651	.276
PF1	-1.015	.138	.917	.276
PF2	-.407	.138	.338	.276
PF3	-.281	.138	-.708	.276
P1	-1.051	.138	.909	.276
P2	-.030	.138	-.876	.276
P3	.078	.138	-.947	.276
PIF1	.620	.138	-.629	.276
PIF2	.691	.138	-.138	.276
PIF3	1.331	.138	1.571	.276
PIF4	1.017	.138	.300	.276



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