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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**



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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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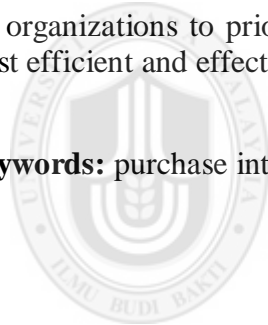


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ABSTRACT

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

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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*):

- Shah Alam Subang Jaya Klang Ampang Jaya
- Selayang Sabak Bernam Kuala Selangor Hulu Selangor
- Petaling Jaya Sepang Kajang Kuala Langat

2. Jantina:

- Lelaki (*Male*) Perempuan (*Female*)

3. Umur (*Age*):

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

4. Kaum (*Race*):

- Melayu (*Malay*) India (*Indian*)
- Cina (*Chinese*) Lain-lain, nyatakan (*Others, please specify*):



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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
- Samsung
- OPPO
- Sony
- Lain-lain (sila nyatakan) (*Others (please specify)*):
.....
- Asus
- XioMi
- Huawei
- Lenovo

3. Jenama telefon pintar yang mana yang anda pilih?

(Which smartphone brand do you preferred?):

- Apple
- Samsung
- OPPO
- Sony
- Lain-lain (sila nyatakan) (*Others (please specify)*):
.....
- Asus
- XioMi
- Huawei
- Lenovo

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

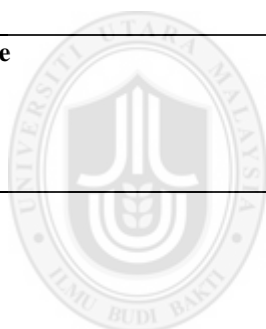
Turn Back to Get Handphone	Percentage
Yes	76.3
No	23.7

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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