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**FACTORS INFLUENCING BUYING INTENTION OF SMART PHONE
AMONG MULTIMEDIA UNIVERSITY (MMU) STUDENTS IN MELAKA
CAMPUS**

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**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
MARCH 2019**

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CAMPUS**

By

AMBIGA P.PANICHELVAM



**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
In Partial Fulfillment of the Requirement for the Master of Sciences
(Management)**



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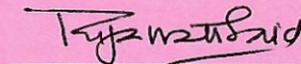
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ABSTRACT

The aim of this research is to analyze the factors influencing buying intention of smartphone among MMU students in Melaka campus. Today firms build use of assorted ways so as to draw in new customers, retain existing customers and differentiate their merchandise from those of their competitors. Perhaps, the foremost necessary and effective strategy to influence client behavior within the product choice is accenting the brand name and pricing offer of the merchandise. Therefore, aim of this paper is to research the factors influencing buying intention of smartphone. Five independent variables that is brand, price, design, operating system and patents are tested against dependent variable buying intention to view the relationship and influence. The study involved a questionnaire handed to 367 students which using smart phone and selected randomly in Multimedia University Melaka. It is highly noted that brand, price and design has significance with smartphone buying intention. Meanwhile, operating system and pattern has no significance with smartphone buying intention.

Keywords: *Buying Intention; Brand; Price; Design; Operating System and Patents.*



ABSTRAK

Tujuan penyelidikan ini adalah untuk menganalisis faktor-faktor yang mempengaruhi minat membeli telefon pintar di kalangan pelajar MMU di kampus Melaka. Firma hari ini membina penggunaan pelbagai cara untuk menarik pelanggan baru, mengekalkan pelanggan sedia ada dan membezakan barangan mereka daripada pesaing mereka. Mungkin, strategi yang paling penting dan berkesan untuk mempengaruhi tingkah laku pelanggan dalam pilihan produk menonjolkan jenama dan tawaran harga barang dagangan. Oleh itu, tujuan kertas ini adalah untuk meneliti faktor-faktor yang mempengaruhi tujuan membeli telefon pintar. Lima pembolehubah bebas yang merupakan jenama, harga, reka bentuk, sistem operasi dan paten diuji terhadap pembolehubah bersandar niat membeli untuk melihat hubungan dan pengaruh. Kajian ini melibatkan soal selidik yang diberikan kepada 367 pelajar yang menggunakan telefon pintar dan dipilih secara rawak di Multimedia University Melaka. Adalah sangat diperhatikan bahawa jenama, harga dan reka bentuk mempunyai kepentingan dengan niat membeli telefon pintar. Sementara itu, sistem operasi dan corak tidak mempunyai maksud dengan niat membeli telefon pintar.

Katakunci: *Niat Pembelian; Jenama; Harga; Reka Bentuk; Sistem Operasi dan Paten.*



ACKNOWLEDGEMENT

I would prefer to take this chance to precise my feeling and appreciation to my supervisor, Dr. Nor Pujawati Binti Md Said aforesaid for the steering, patience and valuable recommendation throughout this project.

I additionally would love to precise my appreciation to my family and friends for his or her endless support whenever I face a retardant. While not the mentioned parties, it's not possible on behalf of me to complete this project paper with success.

THANK YOU



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TABLE OF CONTENT

	Page
TITLE PAGE	i
CERTIFICATION OF THE THESIS	ii
PERMISSION TO USE	iii
ABSTRACT	iv
ABSTRAK	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENT	vii
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 Research Question	9
1.4 Research Objective	10
1.5 Scope of the Study	11
1.6 Organization of the Thesis	12
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	13
2.2 Buying Intention	13
2.3 Brand	14
2.4 Pricing	21
2.5 Design.....	23
2.6 Operating System	25
2.7 Patents	26
2.8 Theory of Planned Behavior	27
2.9 Smart Phone Market	29
2.10 Summary	31
CHAPTER 3: METHODOLOGY	
3.1 Introduction	32
3.2 Research Framework	32
3.3 Hypothesis Development	33
3.4 Research Design	34
3.5 Operational Definition	35
3.6 Measurement of Variables	36
3.7 Sampling	38
3.8 Data Collection	40
3.9 Data Analysis	40

3.10	Summary	40
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CHAPTER 4: DATA ANALYSIS

4.1	Introduction	41
4.2	Data Preparation	41
4.3	Background of Respondents	42
4.4	Reliability Analysis	43
4.5	Descriptive Analysis	43
4.6	Correlation Analysis	44
4.7	Regression Analysis	46
4.8	Summary of Hypothesis Testing	47
4.9	Summary	48

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1	Introduction	49
5.2	Overview of the Study	49
5.3	Conclusion of the Study	49
5.4	Recommendation	53

REFERENCES	55
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APPENDIX	58
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LIST OF TABLES

Table 3.1:	Research Design	34
Table 3.2:	Operation Definition of Variables	35
Table 3.3:	Types of Data Analysis Employed	40
Table 4.1:	Questionnaire Distributed and Collected	41
Table 4.2:	Background of Respondents	42
Table 4.3:	Reliability Analysis Statistics	43
Table 4.4:	Descriptive Analysis	43
Table 4.5:	Correlation Analysis Statistics	44
Table 4.6:	Model Summary (Buying Intention)	46
Table 4.7:	ANOVA (Buying Intention)	46
Table 4.8:	Coefficients (Buying Intention)	46
Table 4.9:	Summary of Hypothesis Testing	47



LIST OF FIGURES

Figure 2.1:	Top Five Smart Phone Sellers Malaysia Market Portion Q4 (2016)	16
Figure 2.2:	Top 5 Smart Phone Vendors Malaysia Market Share (2016)	18
Figure 2.3:	Brand Identity Model by David Aaker	20
Figure 2.4:	Worldwide Smart Phone Vendor Market Share	22
Figure 2.5:	Samsung Galaxy S Display Dimension	24
Figure 2.6:	Mobile Phone Users Worldwide	29
Figure 2.7:	Smart Phone Consumers and Global Diffusion	30
Figure 3.1:	Research Framework	32



CHAPTER 1

INTRODUCTION

1.1 Background of Study

Mobile phones are basically used to facilitate communication and as a voice and data communication tool. However due to the sophistication of the technology increasingly innovative, users can now access phone mail (email), stock quotes, reviews restaurants, movie guides, sports reviews and more. Due to the sophistication of these mobile phones, university students also do not want to miss out on adoption applications provided by mobile phone manufacturers even at the prices they charge can be categorized as expensive and unsuitable for student status income.

The use of smartphones (smartphone) is becoming more popular among Malaysians. Smartphones refer to mobile phones that have advanced computing features and connectivity compared to regular mobile phones (Claudio, 2013). Smartphones allow users to install advanced applications based on phone platforms such as Symbian, Android, iOS or Windows Phone. In addition, smartphones also use an operating system that provides a platform for application construction.

In the past, this smartphone was only capable of being used by corporate citizens and successful businessmen, but now smartphones are also capable of being owned by university students in Malaysia. Through smartphones, students can contact parents,

friends and lecturers while listening to voices, seeing faces and access to the various information needed to complete the assignment (Norazah, 2013).

Nowadays, the use of the internet is very important for students to study or to complete assignments provided by lecturers or teachers. Hence, with the advancement and sophistication of this smartphone, students can surf the internet by using this gadget anywhere and at any time even get the needed information quickly.

The smartphone contains many applications that can help us in carrying out daily activities more regularly (Ling, Hwang & Salvendy, 2006). For example, there are apps that help us manage time well, calculate food calories and more. With smartphones, we can connect with friends and siblings more easily. Can live chat the video with an instant no matter where we are. Provided, have internet access. We will get the latest info quickly and fast! It's fast. For example, if we do not know how to find a good meal store somewhere, we can Google or just ask Whatsapp or telegram group.

It cannot be denied that the use of smart phones benefits many students. One of the advantages that is meant is that mobile phones allow us to contact our friends or relatives especially those who are far away from overseas. In essence, we need to appreciate the use of mobile phones because of their ability to strengthen relationships (Oulasvirta, Wahlstrom, & Ericsson, 2011). Consequently, the use of mobile phones by the students will certainly strengthen the bonds of friendship between family members with the contents of the nails despite staying away.

Nowadays, smartphones are a thing that is very much needed by society from top to bottom, old to young. Smartphone is a communication tool device that has various features to run the application through the operating system that it has so that it has capabilities and functions that resemble the computer. Everyone chooses smartphones based on their respective needs according to the various factors they want especially the internet. Formerly the phone was only used to communicate over the phone and sms. As time passes, technological advances are growing rapidly and the usefulness is more than just communicating. Currently phones in addition to sms and phones, can also be used to access the internet and do the work just like laptop or computer just in the palm of your hand. Because of these factors, the manufacturers are competing to provide products in accordance with the wishes of consumers. In addition, the marketing concept is also taken as a strategy to attract consumers as the main focus point in their market objective. As more and more manufacturers are competing, everything is done to influence consumers to be interested and interested in buying their products.

This can be seen from the many smartphone companies that make products that have the same uses and types, but differ from the way they offer, explain, and display the products. When consumers decide, there is an option in buying a smartphone. Many of every consumer is interested because the main information is given and does not pay attention to other aspects. Everybody buy on their own accord according to their behavior. Therefore, a study was conducted by researcher to find out factors influencing the buying of smart phones among MMU students in Melaka campus.

1.2 Problem Statement

This paper study factors influencing buying on smart phone industry market among Multimedia University (MMU) students in Melaka campus. Smart phone showcase development has just started to stagnate, so producers have discharged or are endeavoring to dispatch new sorts of brilliant gadgets to grow new roads for development. Subsequently, it is essential for brilliant gadgets not to be isolated from smart phones, yet rather keen gadgets ought to be an extension of the current environment of the stage and the administrations framed through smart phones. Buyers these days think about the gadget itself, as well as take numerous other assorted components, for example, the picture of the brand, into thought while picking a gadget (Claudio, 2013). Along these lines, current buyers attempt to acquire something other than the estimation of the gadget. They would even pay for the feelings and encounters increased through the utilization of the gadget. That the consumer's mark utilization experience and use fulfillment meaningfully affects the reuse and rebuy of the gadget has been demonstrated through numerous past examinations. These have just affirmed the use fulfillment and the goal of reuse of the cell phone itself. However, thinks about affirming the choice changing happened through the experience of a specific brand amid the utilization of different gadgets of the brand are insufficient. Along these lines, the motivation behind this investigation is to discover what sort of impacts the brand strategy encounters.

New age can be called as advanced mobile phone age as they want to occupy with their PDA all the time. What's more, it turns into an extremely vital instrument in their life.

So before picking their instrument of taking a break they invested extensive measure of energy for choosing advanced mobile phone. There are numerous variables to consider and mark is one of them. Knapman (2012) discovered shoppers of Smartphone are unequivocally impact by mark with regards to picking PDA. A PDA is a cell phone with a propelled portable working framework which joins highlights of a PC working framework, with further developed figuring capacity and availability with different highlights helpful for versatile or handheld use by advertising propelled innovations for data administration, versatile calls, email sending, and web get to. While offering an institutionalized stage for application engineers a PDA performs everything an individual PC can do, and due to its portability, substantially more. It joins a phone with exceptionally propelled highlights in advanced cells web, moment detachment email, media player, computer games, GPS route unit, computerized camera, voice transcription for informing and a voice look for making inquiries about anything. It does without saying that a solitary minute can't be passed without having the presence of advanced mobile phone as it makes human life simple and making them learned in regards to the entire universe to adjust with the innovative headway. Knapman (2012) also discovered buyers of Smartphone are unequivocally impact by mark with regards to picking Smartphone. Knapman additionally connoted various prospects for Smartphone makers to go up against new means with the customers of Smartphone and to show check utility-by understanding the purpose behind understudy stamp first choice and perceive the fundamental parts that mark play in Smartphone tendency.

Cronin and Taylor (1992) found that the fulfillment felt after the primary trial of a brand guided clients to incline toward a similar brand in their choices to rebuy it. (Oliver,

2003) examined the connection between consumer loyalty and brand reliability, and found a positive connection between these two factors. "Brand Preferences can be characterized as the subjective, cognizant and behavioral inclinations which impact customer's inclination toward a brand" Mohan (2016).

This research will emphasize on brand selection on smart phone among university students in Melaka. Furthermore, this examination will likewise decide the elements influencing branding of smart phones, that in the long run lead to buy choice of brand in Malaysia. In spite of the fact that the vast majority of the past investigations concentrated on the use of particular versatile applications, the general picture of smart phone advertise in Malaysia is unclear, and the measurements are not really accessible. Such data is imperatively essential for the manufacturers. From the scholarly perspective, the diagram of the smart phone showcase in Malaysia gives them an establishment where they additionally plan their examination. On the different hands, for example, smart phone makers, application designers, and pertinent partners in the business would incredibly welcome the data as they can be utilized to strategize their branding showcasing systems, and plan for the future bearings.

Nowadays associations utilize diverse techniques remembering the true objective to pull in new customers, hold current customers moreover, and isolate their things from their adversaries. Possibly, the most goal and effective framework to affect customer lead in the thing assurance is using the brand for the things. Brands are gainful to the buyers for two reasons: to begin with, brands decrease the threats for the buyers. Second, it prompts saving the costs in fundamental initiative (Aghdaie & Honari, 2014).

Moreover, Keller and Lehmann (2006) believe that for customers, brands can improve choice, ensure a particular quality level, and additionally actuate trust. They furthermore assume that brands fill in as signs of a customer's general past comprehension with a thing. Aaker (1991) trusts brands are fundamental since associations are seen through their picture. Customers have various brand choices anyway they have less time to settle on a choice. The brand quality helps the customers in essential authority to buy a right thing with less dangers and as demonstrated by set wants. According to Ambler (2000) check is believed to be the second most basic asset of an association – simply behind customers, in any case, as showed by Aaker (1991), it is the most basic asset for an association.

Consumer ramble about the expanding force, utilization and energy that smart phones are picking up in the buyer's life, however not all that much about the principle incline behind this: the expanding measure of 'savvy buyers' that we as advertisers are finding all over the place. In 2019, there will be more than 2 billion smart phone clients on the planet, however the new way customers buy, utilize and encounter brands is the key thing to consider. Consumer additionally need to watch the effect of these adjustments in the way we explain promoting and marking methodologies. Making, creating and keeping up the estimation of brands requires significant investment. Making brands will dependably require significant investment. Also, this zone of advertising is an extremely applicable one for mark working as it causes brands to have a ground that gives two principle focal points that is line up each brand action towards a brand substance and a situating. This gives brands rationality and coinciding. What's more

synergy is the chance to accomplish more with the same or less. That each brand movement adds to a similar brand reason, guarantee and objectives.

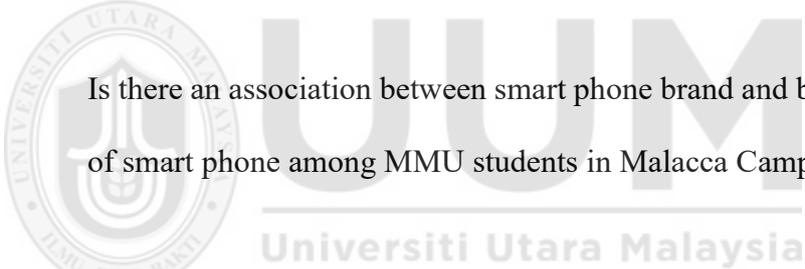
Brands are elusive, significant resources that we will dependably need to create precisely. Later on, we will keep recognizing shopper needs, scanning for buyer experiences, examining and utilizing clients' information, creating situating, mark mantras, mark wheels, slogans, mark declarations, mark domains and that's just the beginning. The distinction now is that all buyers need their own variant and experience of a brand. Hence, consumer are speaking more about the personalization of brand encounters than creating one brand for every buyer. Consumer are not alluding to 'coordinated' marking, but rather influencing customers to live brands as an individual ordeal. In the Personalization Era, the buyer is keen since he knows about his strengthening favorable position as shopper, as subject, as individual, as a major aspect of a clan, as at no other time. He realizes that he is effective now, however this does not imply that shoppers will dependably request a customized or modified form of a brand, an item or an administration. Some of the time personalization could likewise mean devouring an institutionalized item with incredible interest for him in specific events.

Past research on marketing literature characterizes the connection amongst clients and brands as "mark value" (Wood, 2000). Our point in this examination is to demonstrate the effect of cell phone marks on shopper acquiring conduct through this relationship. Along these lines, consumer utilize and construct our speculation in view of Aaker model of brand value, a model proposed to gauge mark value in light of buyer's perspective, including apparent quality, mark mindfulness, mark affiliation and brand

faithfulness. The examination applies diverse examination apparatuses to explore the effects of cell phone marks on the buy buying conduct of smart phone buyers in Malaysia. The results gave strong help to our two speculations, which exhibit the positive and direct piece of brand care and brand constancy in impacting mark esteem. Regardless, both saw quality and brand association were found to have either low or negative parameter checks. In this way, the results exhibit that these two factors don't have a direct colossal impact on check esteem.

1.3 Research Questions

The research questions of this study is as follows:

- 
- RQ1: Is there an association between smart phone brand and buying intention of smart phone among MMU students in Malacca Campus?
- RQ2: Is there an association between smart phone price and buying intention of smart phone among MMU students in Malacca Campus?
- RQ3: Is there an association between smart phone design and buying intention of smart phone among MMU students in Malacca Campus?
- RQ4: Is there an association between smart phone operating system and buying intention of smart phone between MMU students in Malacca Campus?

RQ5: Is there an association between smart phone patent and buying intention of smart phone among MMU students in Malacca Campus?

RQ6: What is the effect of smart phone brand, pricing, design, operating system and patents on buying intention of smart phones among MMU students in Malacca Campus?

1.4 Research Objective

Based on research questions above, the research objectives are as follows:

RO1: To examine the association between smart phone brand and buying intention of smart phone among MMU students in Malacca Campus.

RO2: To examine the association between smart phone price and buying intention of smart phone among MMU students in Malacca Campus.

RO3: To examine the association between smart phone design and buying intention of smart phone among MMU students in Malacca Campus.

RO4: To examine the association between smart phone operating system and buying intention of smart phone among MMU students in Malacca Campus.

RO5: To examine the association between smart phone patent and buying intention of smart phone among MMU students in Malacca Campus.

RO6: To examine the effect of smart phone brand, pricing, design, operating system and patents on buying intention of smart phones among MMU students in Malacca Campus.

1.5 Scope of the Study

The scope of this study is as only focuses on the buying intention of smart phones and not on other telecommunication gadgets available in the market such as tablets. This study also only focuses on the buying intention of smart phones among the targeted respondents, which are the students of MMU Malacca campus. If the student belongs from other MMU campus such as Cyberjaya campus or other post-graduate students, the feedback is eliminated. Apart from that, variables covered in this study are buying intention of smart phones as the dependent variables. While the brand, price, design, operating system and patents are the independent variables tested in this study. This study was carried out only in the state of Malacca and specifically the Multimedia University (MMU) Melaka campus. Meanwhile, the sample identified for this study is focused on the students of the MMU Malacca campus from various faculty. This study is a cross-sectional study and the collection of field data was conducted once and over a period of two months.

1.6 Organization of the Thesis

This thesis is divided into five chapters. Chapter 1 introduces the background of the study and the research problem statement, followed by the detailed research questions and research objectives. Chapter 2 discusses the literature on buying intention, brand, price, design, operating system and patent related to smart phone. In the underpinning theory section, the discussion of the Black Box Theory was presented. This is followed by a discussion on smart phone market in Malaysia. Chapter 3 provides discussion on the research framework, hypothesis development and research design of this study. As this study is a quantitative study, a discussion on the development of the closed-ended questionnaire as the research tool used is also covered. The following discussion is then focuses on the sampling issues such as the population, sample size and sampling method used. The type of data analysis is covered in this chapter. Chapter 4 highlights the findings from the statistical analysis conducted on the data collected from the fieldwork coupled with discussion on each finding. Chapter 5 retract back to the research objectives of this study and the lesson learnt from the findings

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This segment investigates past research and models suggested on effect of branding strategy on smart phone market. This part discusses the dependent variable, independent variables and the underpinning theory for this study.

2.2 Buying Intention

As shown by Blackwell (2001), what is cross in the customers' mind implies desire to buy by them. The practically identical researchers express that buyers will encounter the methodology of saw the thing to buy, by then they will find the information about the thing, survey, buy and feedback. Grewal et al. (1998) believe brand awareness acts as a critical factor in the consumer buying intention, and certain brands will accumulate in consumers' mind to influence consumer buying decision. A product with a high level of brand awareness will receive higher consumer preferences. Because people generally tend to buy brands that they are familiar with and on which they have confidence. To be able to get the loyalty and awareness of the consumer, brand awareness is a must, for which unknown brand has to face the tough competition from the brands already having a place in the market (Hoyer & Brown, 1990). There are two key factors for brand awareness dimension, which are the brand name and the logo.

Along these lines, it is crucial to view at factors that hasten the buyer's choice to buy cell phone. This examination is to look at factors, for example, item includes, mark name, social impact and item forfeit towards buying expectation among buyers of smart phone.

2.3 Brand

A brand empowers relationship to isolate their business from their opponents. Regardless, more critically, brands help to awaken customer faithfulness. By having a brand, associations' increment complex levels by making capable business frameworks that help to propel the association. Building a brand is in like manner about making an identity that isolates one from the rest - this may be as a logo, a name or plan of activity. This is the thing that gets a positive buyer response; clients scan for characteristics in a brand that consider their necessities and requirements. If a brand does this with one thing, in future, buyers would pick distinctive things mind a comparable brand. All the more starting late, stamping thoughts have ended up being more about how people see business. Consequently, there has been an impressive measure of thought on how brands can facilitate the situation of business, arrangements and buyer base.

Numerous little organizations disregard the brand and the nature of the merchandise. They are more open to utilizing value factors in keeping up client dedication. Such techniques won't keep going long as contenders will make similar strategies and techniques. Client devotion is the coherence of clients to remain with specific items and brands of products. To remain over a brand, clients will pick the most recent quality,

outline and item, protected and focused cost. Client reliability will move if the brand they are utilizing now does not develop with the present prerequisite. Give the dedicated clients a chance to tell the enormity of the brand they use to their companions gladly. Be that as it may, producers ought to likewise submit to the brands they guarantee to customers. The nearest illustration is that Japanese carmaker Toyota utilizes a pushing ahead trademark. The motto they utilized effectively built up the Toyota mark around the world. Actually, the Toyota mark is firmly connected to the unwavering quality of utilization of the innovation they utilize. The enthusiasm of Toyota builds up their image with the trademark set to the feature when they fabricate the Lexus show auto. Lexus' item was later found to have solid adversaries for the BMW and Mercedes brands. Toyota's image capacity holds guarantee to push ahead keeping in mind the end goal to expand buyer trust in the Toyota mark.

Discussing a brand, it doesn't make a difference if this one organization isn't examined. The organization is presently standing up, abandoning monster organizations in a similar industry in the area without utilizing an unprecedented recipe. The organization's mystery formula is marking. Marking is done in awesome way. Truly, this extraordinary organization is known as Air Asia! In 2001, Air Asia's organization was just worth RM1.00, troubled with an obligation of RM40 million, having just two Boeing 737-300 flying machine, flying just a single goal, conveying 250, 000 travellers every year and had just 250 representatives. Another real universal carrier organization that has for some time been working like Malaysia Aircrafts Framework (MAS), Singapore Carriers (SIA) and Cathay Pacific. Before long Air Asia bought MAS stocks that were on the very edge. Yet, what's the mystery of Air Asia's prosperity? In the body

of the plane, it is the site of this incredible organization. Air Asia supports neighbourhood and worldwide donning occasions. His Chief, Tony Fernandes himself dependably wears a red cap, the official shade of the organization wherever he goes. Maybe it sounds as normal yet here are their stunning techniques.

As demonstrated by Global Information Organization (IDC's) latest report, regardless of the whole Cosmic system Note 7 few year prior, Samsung remains as the best propelled cell phone check in Malaysia.

Top 5 Smartphone Vendors Malaysia Shipments, Market Share, and Year-Over-Year Growth, 2016Q4 (Units in Thousands)

Vendor	2016Q4 Shipment Volume	2016Q4 Market Share	2015Q4 Shipment Volume	2015Q4 Market Share	Year-Over-Year Change
1. Samsung	877	32.8%	495	19.9%	77.2%
2. Apple	351	13.1%	310	12.5%	13.2%
3. OPPO	293	10.9%	140	5.6%	109.3%
4. Huawei	221	8.2%	220	8.9%	0.5%
5. ASUS	205	7.7%	489	19.7%	-58.1%
Others	729	27.3%	828	33.4%	-12.0%
Total	2,676	100.0%	2,482	100.0%	7.8%

Source: IDC Quarterly Mobile Phone Tracker, Feb 16 2017

Figure 2.1: *Top Five Smart Phone Sellers Malaysia Market Portion Q4 (2016)*

While propelled cell phone shipments were generally on a rot on a yearly start, over the latest 3 months of 2016, PDA shipments snatched. Samsung took first spot, taking up

32.8% of the bit of the pie, trailed by Apple (13.1%) and OPPO (10.9%). Huawei and Asus finished off the fourth and fifth spot with 8.2% and 7.7% bits of the general business independently.

Samsung kept up its lead while offering 77.2% a bigger number of phones than a comparative period in 2015. IDC attributed Samsung's thriving to the acclaim of its World J course of action which jives well with the monetary arrangement perceptive gathering. Apple's dispatch of the iPhone 7 and 7 or more in mid-October caused a spike in their bit of the general business in the last quarter. Assembling the Best 3, OPPO made the greatest advancement in the last quarter, by having a 109.3% development of bit of the pie over a comparative period in 2015, which IDC attributed to its advancing exercises, focusing on few key things like the F1 game plan, which got a huge after among the selfie age. Huawei remained unequivocally on fourth place in 2016Q4, with its Huawei P9 game plan staying standard regardless of being practically a year into its release, while ASUS dropped to fifth place for a comparable time span.

Investigating 2016 as a by and large, Samsung remained the first class wireless stamp, with 34.3% bit of the general business. ASUS, which transported astonishingly less mobile phones stood out from the before year, is set fourth with 9.6% bit of the pie, a drop of 43.3% appeared differently in relation to 2015. This is most of the way on account of its latest extent of ZenFone 3 having higher sticker costs, which, while rolling out an examined improvement over its progenitor, is likely assessed a little higher appeared differently in relation to the all the more spending neighborly.

Top 5 Smartphone Vendors, Malaysia Shipments, Market Share, and Year-Over-Year Growth, 2016 (Units in Thousands)

Vendor	2016 Shipment Volume	2016 Market Share	2015 Shipment Volume	2015 Market Share	Year-Over-Year Change
1. Samsung	3,017	34.3%	2,574	27.6%	17.2%
2. OPPO	916	10.4%	549	5.9%	66.8%
3. Huawei	852	9.7%	799	8.6%	6.6%
4. Asus	842	9.6%	1,484	15.9%	-43.3%
5. Apple	715	8.1%	865	9.3%	-17.3%
Others	2,442	27.9%	3,065	32.7%	-20.3%
Total	8,784	100.0%	9,336	100.0%	-5.9%

Source: IDC Quarterly Mobile Phone Tracker, Feb 16 2017

Figure 2.2: *Top 5 Smart Phone Vendors Malaysia Market Share (2016)*

A decent marketing thought is when shoppers are helped to remember a specific brand when they see or utilize an item or administration. For instance, what aircraft will you recall when you intend to go to Langkawi Island amid school occasions? You ought to be helped to remember AirAsia. Why? Since the toll cost offered is modest. Also, both, they offer a captivating flight understanding next to her red and exquisite outfits. Have consumer at any point thought about how you can awe this modest carrier mark while the cost offered isn't really modest? This is because of two key components, which are their showcasing strategies that interest to you utilizing their administrations. Furthermore, a noteworthy positive ordeal after consumer utilizes their flight benefit. Consumer might be acquainted with brands that have an awesome showcasing technique however few will return again in the wake of attempting their items or

administrations. This is on account of the quality gave does not meet the tastes, benchmarks and desires amid the advancement. Clearly, the nature of the item isn't the same as the narrating held amid the battle. So without anyone else individuals won't come back once more. Truth be told, that is not all they will educate their companions regarding your image. Individuals now have a ton of decisions in their grasp and needn't bother with you in view of a similar item or administration, there's a messiness out there.

Particular definitions have been suited the "Brand Value". Publicizing composing portrays the relationship among customers and brands as "check esteem" (Wood, 2000). Keller (1993) assumes that "Brand Value is the extra regard favored to product and organizations". This regard may be reflected in how clients think, feel and act as to the brand and furthermore the costs, bit of the general business and advantage that the brand summons for the firm (Keller, 1993). Another piece of the significance of brand esteem that Aaker (1991) showed is the dispute that brand esteem moreover offers some motivating force to customers. It enhances the customer's ability to decipher and process information, upgrades confide in the buying decision and impacts the idea of the customer experience. Following is the suggested model by Aaker on brand identity:-

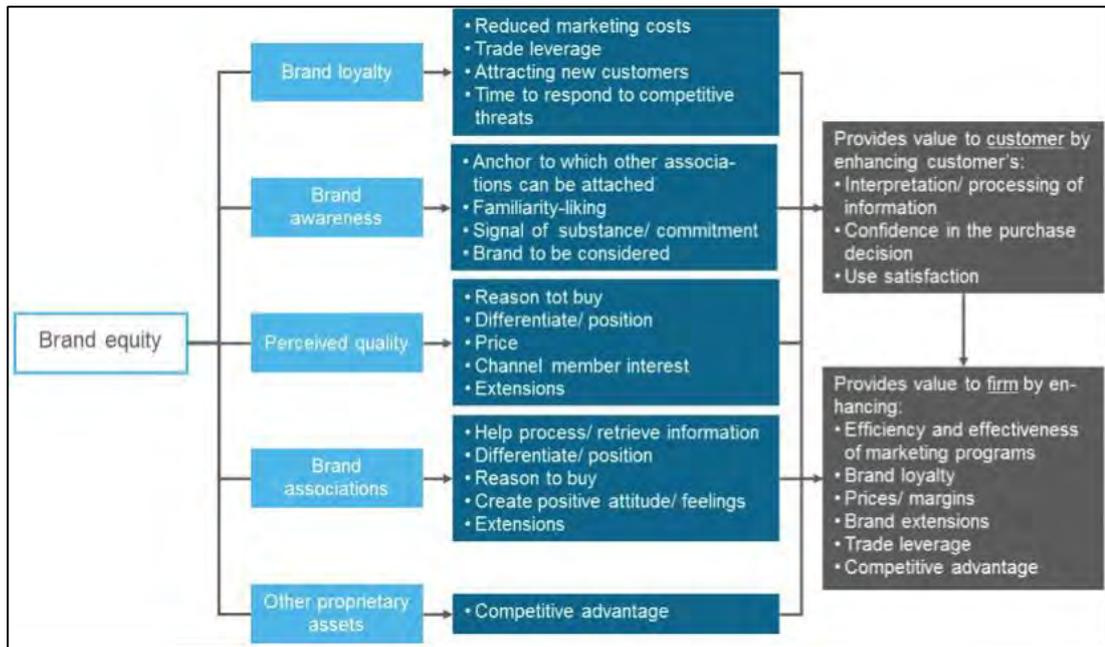


Figure 2.3: *Brand Identity Model by David Aaker*

Aaker collected the brand an incentive into five classes: saw quality, check faithfulness, stamp care, stamp alliance, and other prohibitive brand assets, for instance, licenses, trademarks, and channel associations. Among these five brand esteem estimations, the underlying four address customers' evaluations and reactions to the brand that can be immediately fathomed by buyers (Barwise, 1993; Yoo, 2000), so they have been for the most part grasped to measure customer based brand an incentive in past examinations (Tong & Hawley, 2009).

Seen quality effects check affiliations and impacts stamp benefit. Brand affiliations are anything that partners the customer to the brand, including customer imagery, thing characteristics, and various levelled affiliations, check personality, and pictures. Finally, Brand immovability is at the center of brand's regard. (Srivastava & Stunner,

1991). In rundown, strong brand esteem infers that customers have high brand-name care, keep up a perfect brand picture, see that the brand is of high gauge, and are steadfast to the brand (Tong & Hawley, 2009).

2.3.1 Affiliation between Brand and Buying Intention

Past research, it was found that mark picture name affect customers' evaluation and impact to their buying decision (Khasawneh, 2010). This in like manner can be reinforced by the other research done by Norazah (2013), mark name was found to essentially influence the enthusiasm for phones buy among Malaysian students. Meanwhile, Wang (2006) stated that higher brand image will lead to greater buying intentions. Therefore there is strong affiliation between brand and buying intention.

2.4 Pricing

Evaluating is the primary free factor for this examination. This to guarantee that how estimating will impacts the marking of advanced cell advertise. Around 66% of the cell phone advance are assessed underneath \$150 separate. In the prior years, paying little heed to the way that Motorola 'in the not too distant past driving with which has particulars measure up to Leads from yet it is open in around 33% of the expense. It is without a doubt not alright for marvelous brands for Samsung and Apple. Samsung is going up against different dangers in the high– end telephone show off. The central telephone here is still iPhone 5S.

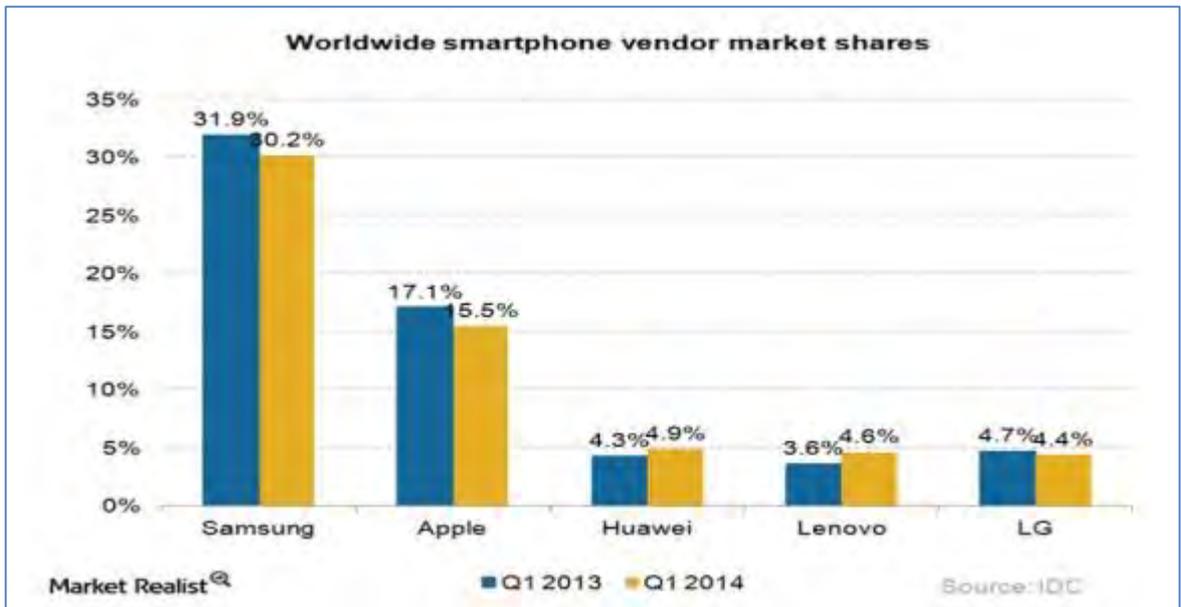


Figure 2.4: *Worldwide Smart Phone Vendor Market Share*

Apple model and Samsung and are behind their bits of the general business to smaller players, for example, Huawei, Xiaomi and Micromax. In China, for instance, Xiaomi set moved purposes of enthusiasm for their telephones.

2.4.1 Relationship between Pricing and Buying Intention

On the other hand, there has in like manner been an examination that shows costly constrained on things prompts an antagonistic effect. The lavish proposes a negative effect on the things buying desire. As shown by Dickson and Sawyer (1990), 'what is clear is that clients are especially heterogeneous in wording of their thought and reaction to cost and headways. This really infers things that have the equal for all intents and purposes and that are not isolated will tend to have a negative effect when it is costly. At the point when all is said in done, these things for the most part battle on

cost-organization method, whereby every association will try to make the items with negligible cost as could sensibly be normal.

According to Endre (2009), the university students prefer to buy their phone based on the price. He conducted the research in May 2009, and used an online inquiry form. The respondents were students of the Corvinus university of Budapest, and the most of them were 1st year university student. For 642 questionnaires proved to be appreciable. Researcher asked the respondents to rank for main categories (price, available features, look, shape and brand) of the mobile device selection. After ranking, the next group of questions was a list of properties according to mobile device. The respondents had to consider how important are each listed aspect for them. Data present using graphs and charts and also find correlations. According to this study, the university students prefer to choose their phone by good price, look and shape. Therefore, past research indicated that there is a relationship between pricing and buying intention.

2.5 Design

Configuration is the primary free factor for this investigation. This to guarantee that how configuration will impacts the marking of advanced cell showcase. Phone has changed an awesome arrangement in an incredibly restricting way. The customers required a more adaptable and more diminutive contraption yet in spite of all that it can't be full into customers' pockets. Quite a while later, the present day phone age appeared. Following figure illustrates the design innovation of Samsung Galaxy brand smart phone.



Figure 2.5: *Samsung Galaxy S Display Dimension*

How might user join web, flexible advances, and versatile shopping? The proper reaction is to fabricate the screen evaluate. This in like manner legitimate for screen measure. In any case, it is by and by surely understood wherever all through the world. Almost everyone has one. Unmistakably, phone is all around requested supplanting PC.

2.5.1 Relationship between Design and Buying Intention

These days, there are numerous high innovation highlights of cell phones in the market. In this manner, diverse individuals will pick diverse highlights of cell phones that can address with their issues and wants. As indicated by Oulasvirta (2011), cell phones these days are being highlighted with remote availability, an inherent internet browser, application establishment, full programmability, a document administration framework, mixed media introduction and catch, high-goals shows, a few gigabytes of

capacity and area and in addition development sensors. In view of past research, there are five structure attributes of cell phone being favoured by shoppers, for example, camera, shading screen, voice activated dialling, web perusing and remote network (Ling, 2006). Based on the discussion above, there is a relationship between design and buying intention.

2.6 Operating System

Working system is the essential self-ruling variable for this examination. This to ensure that how it will impacts the stamping of PDA feature. Beginning at now the most recent kind of this working structure is Blackberry OS 7.1 was shown in May 2011 and is utilized as a bit of the Blackberry Strong 9930. It is a working framework especially solid and invulnerable to all defilement.

Notwithstanding, it is hard to utilize when it is required to manage a cell phone. Regardless, paying little mind to everything that it gets a considerable measure of thought and quickly winds up comprehended. One purpose for its prospering could be that it is tackled convincing contraptions made by Nokia. Nokia Lumia strategy is totally in context of the window. Google Play is an expert application advance which contains a substantial number of different applications for android gadgets. In another word, Apple offer perception, not adapt. IOS in like way has Application Store which contains innumerable.

2.6.1 Relationship between Operating System and Buying Intention

Cell phone operating system features for example, application establishment, high gigabytes of capacity, huge screen and great processor (Oulasvirta, 2011). Then again, a similar specialist found that intricate usefulness of programming like working framework and high particular of camera megapixel are greater connection to it. As indicated by Meirovich and Bahnan (2008), new appealing item highlights will at long last fulfil buyers as an establishment. As indicated by Karen Lim Lay-Yee (2013), item include is the elements that worry by cell phone clients which they ponder the new capacity and new imaginative of usefulness for equipment and working framework. There are lack of relationship between operating system and buying intention.

2.7 Patents

Licenses is the essential self-ruling variable for this examination. This to ensure that how licenses will impacts the checking of cutting edge cell phone publicize. Licenses are made to ensure anchored headway and reinforce enhancement, giving overhauls affiliations advantage over their adversaries. Regardless, these licenses have been utilized as dangers through prosecution.

2.7.1 Relationship between Patents and Buying Intention

Fabricated phone of infringement licensed innovation rights, for buyers, regardless of whether being used of portable telephones will have concerns. This examination found that a great many people not standing the idea of scholarly property rights, feels that

item ought to be ensured. By far most of the dark showcase isn't unlawful; so for this piece of the protected innovation law, there is still a great deal of space to make strides, for example, patent encroachment, or trademark duplicates from extreme discipline ought to be given with the end goal to accomplish the motivation behind discouragement. So should fortify backing and investigation so that to secure endeavor and shopper rights it. There are lack of relationship between patents and buying intention.

2.8 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in a behaviour at a specific time and place. The theory was intended to explain all behaviours over which people have the ability to exert self-control. The key component to this model is behavioural intent; behavioural intentions are influenced by the attitude about the likelihood that the behaviour will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome.

The TPB has been used successfully to predict and explain a wide range of health behaviours and intentions including smoking, drinking, health services utilization, and substance use. The TPB states that behavioural achievement depends on both motivation (intention) and ability (behavioural control). It distinguishes between three types of beliefs - behavioural, normative, and control. The TPB is comprised of six constructs that collectively represent a person's actual control over the behaviour. The

six constructs are such as attitudes, behavioural intention, subjective norms, social norms, perceived power and perceived behavioural control.

First construct is attitudes. This refers to the degree to which a person has a favourable or unfavourable evaluation of the behaviour of interest. It entails a consideration of the outcomes of performing the behaviour. Second construct is behavioural intention. This refers to the motivational factors that influence a given behaviour where the stronger the intention to perform the behaviour, the more likely the behaviour will be performed. Third construct is subjective norms. This refers to the belief about whether most people approve or disapprove of the behaviour. It relates to a person's beliefs about whether peers and people of importance to the person think he or she should engage in the behaviour. Fourth construct is social norms. This refers to the customary codes of behaviour in a group or people or larger cultural context. Social norms are considered normative, or standard, in a group of people. Fifth construct is perceived power. This refers to the perceived presence of factors that may facilitate or impede performance of a behaviour. Perceived power contributes to a person's perceived behavioural control over each of those factors. Sixth construct is perceived behavioural control. This refers to a person's perception of the ease or difficulty of performing the behaviour of interest. Perceived behavioural control varies across situations and actions, which results in a person having varying perceptions of behavioural control depending on the situation. This construct of the theory was added later, and created the shift from the Theory of Reasoned Action to the Theory of Planned Behaviour.

2.9 Smart Phone Market

Smart phone, a gadget which is not any more an unusual thing to greater part of individuals since it has step by step entered individuals' regular daily existence. This has incited the decision of picking phone industry as the central subject for this proposition. Regardless, wireless itself isn't adequately captivating since phone is essentially one more mimicked thing. Regardless, the brand and the proprietors are much all the all the more luring.

Masters suspect wireless gathering to remain in a snappy stepped heading over 2017. Around 2/5 of all PDA customers almost one-fourth of the general masses will use a PDA at any rate month to month in 2014. Prior to the complete of the check time period, wireless passages among mobile phone customers comprehensive will near half. The following figure illustrates the increasing number of mobile phone user worldwide:-

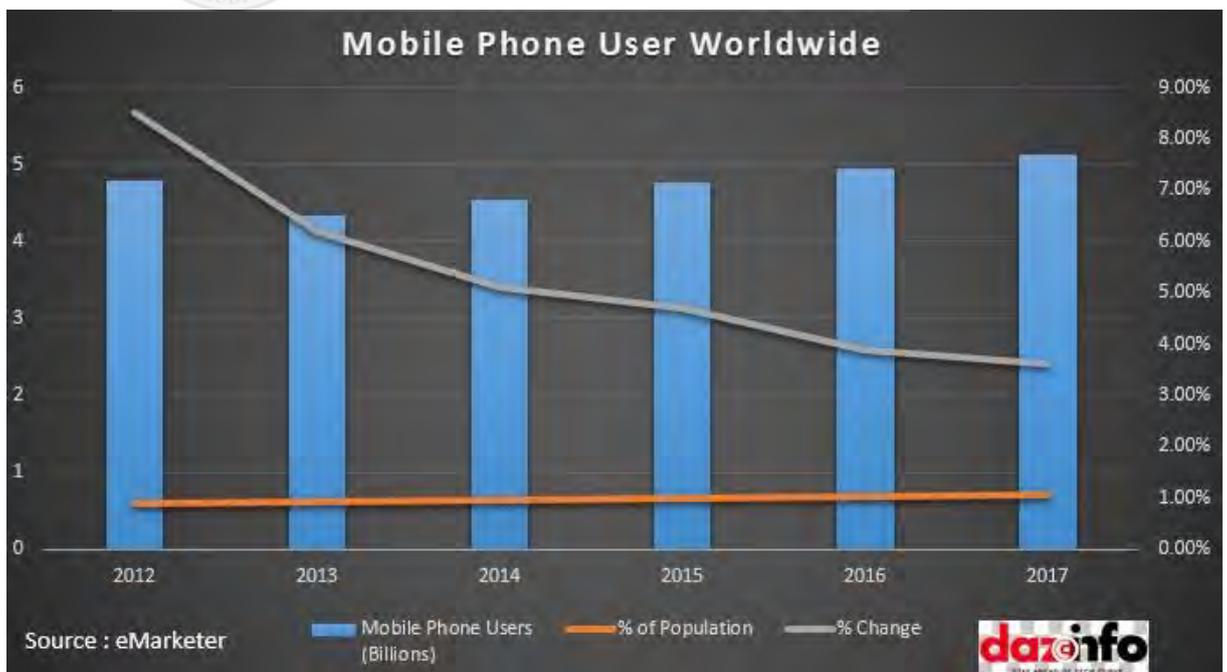


Figure 2.6: *Mobile Phone Users Worldwide (Adapted from dazeinfo.com 2014)*

In 2012 around 58.2% of the overall people was using phones, this rate created to 61.1% of each 2013 and is furthermore expected that would create to 63.5% of the overall masses. This is appeared at the accompanying figure 2.0. By 2017 around 69.4% of aggregate people is depended upon to use phones. The rising example of insignificant exertion Advanced mobile phones close by twofold focus and diverse gigabytes of Slam are fuelling the development in offers of PDAs. With an extended usage of PDAs we are moving closer to a more insightful world. Among the mobile phone customers, the level of Cell phone customers is required to increase profoundly. There were around 1.13 billion Cell phone customers in 2012 i.e. around 28% of overall Cell phone customers. The amount of Cell phone customers extended by 27.1% of each 2013 to 1.43 billion customers which is around 33 % of overall Cell phone customers.

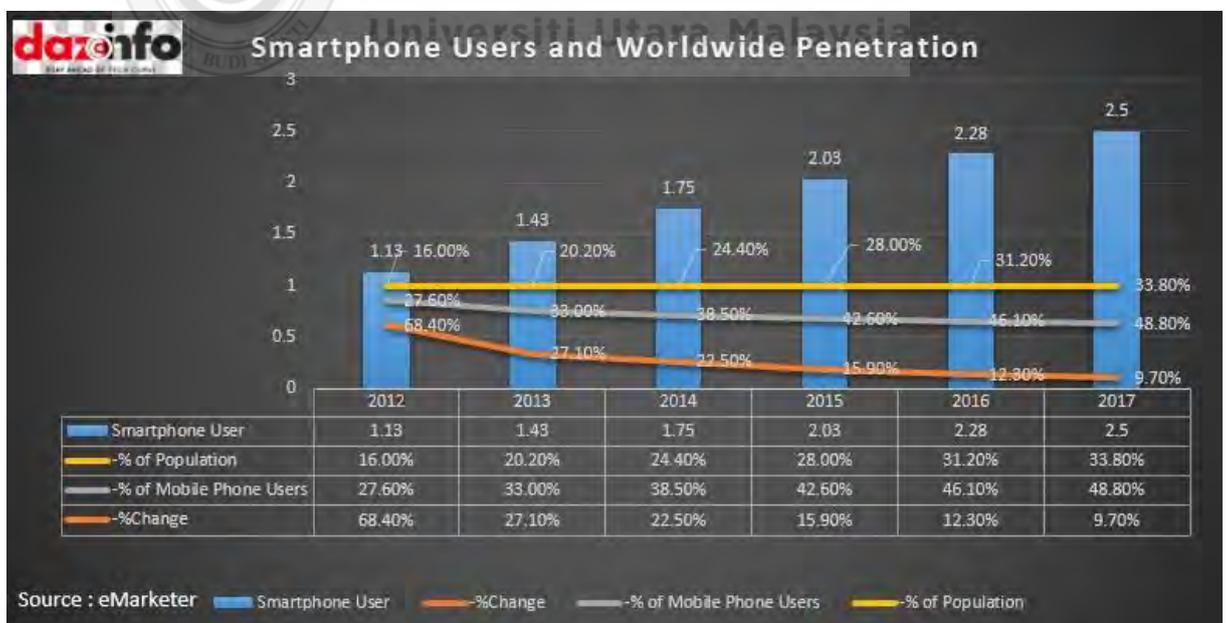


Figure 2.7: *Smart Phone Consumers and Global Diffusion*

2.10 Summary

Those speculative mapping need been made toward recovering through two or three diary, articles and what's more composed works audits. At that point, that copying segment which will be section three: Investigate strategy is setting off ought to expedite a little test the theory. Also, section three will clarify techniques and additionally strategies not very many of this specific research contemplate as well.



CHAPTER 3

METHODOLOGY

3.1 Introduction

In this part, first we will investigate inquire about system and speculation advancement. Second, we will demonstrate our examination philosophy outline. Third, explore approach will be talked about. Aside from that other perspective, for example, area, instruments, and information accumulation technique will be talked about. Research system for this examination is created in light of research plan structure as the accompanying:-

3.2 Research Framework

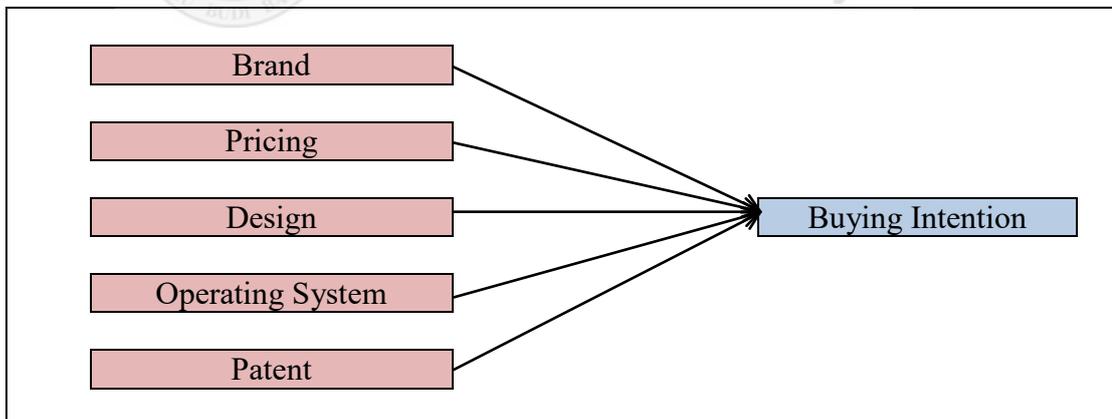


Figure 3.1: *Research Framework*

Research frameworks enable us to recognize what is critical and give explore inquiries and targets to enable coordinate our examination exertion. A hypothetical system is

utilized to restrain the extent of the applicable information by concentrating on particular factors and characterizing the particular perspective (framework) that the researcher will take in breaking down and translating the information to be accumulated. It additionally encourages the comprehension of ideas and factors as per given definitions and constructs new learning by approving or testing hypothetical presumptions.

3.3 Hypothesis Development

Theory of this study is as follows on the discussion in the literature review chapter.

- H1: There is an association between smart phone brand and buying intention of smart phone between MMU students in Malacca.
- H2: There is an association between smart phone pricing and buying intention of smart phone between MMU students in Malacca
- H3: There is an association between smart phone design and buying intention of smart phone among MMU students in Malacca
- H4: There is an association between smart phone operating system and buying intention of smart phone between MMU students in Malacca.
- H5: There is an association between smart phone patent and buying intention of smart phone between MMU students in Malacca.

H6: There is an effect of smart phone brand, pricing, design, operating system and patents on buying intention of smart phones among MMU students in Malacca.

3.4 Research Design

Table 3.1: *Research Design*

Item	Research Design Adopted
Research approach	Quantitative
Unit of Analysis	Individual
Time Horizon	Cross sectional

There are diverse sorts of research methodologies that could be used while doing research. The techniques consolidate subjective research, and a mix of both subjective and quantitative examination. The techniques used are consisting of testing and affirmation, actualities or conceivably purposes behind social gatherings, logical and fundamental approach, objective distant from data and result masterminded. This examination utilized a quantitative approach through cross sectional examination, which is the most proper technique to use for the examination. The cross-sectional plan can give a normal general photo of the situation at the given time. This examination course of action will in addition arranged to cover different components of intrigue and not affected by any progressions of fragments in the case. The confirmation of method made in the wake of considering on the time, exertion and cost essentials. This examination drove under non-composed consider, which is indigenous common environment. Subjective framework is systems that help to delineate the examination

issue with extra care and make to permit the specialist pass on extra expansive outline without suggests decided estimation

3.5 Operational Definition

Table 3.2: *Operation Definition of Variables*

Variable	Operational Definition	Source
Buying Intention	Plausibility and willingness of customer to buy a specific product.	Richard (2013)
Brand	Image of any particular product	Aaker (1991)
Pricing	Price is the volume of cash charged for a product or service	Kotler (2011)
Design	Design is creation of product or services that people use.	Dziwornu (2013)
Operating System	Operating system is a software platform of which other application programs, can run on portable devices such as smartphones	Okediran (2014)
Patent	Patent can be approved for any new invention method, machine or manufacture.	Volpe & Koenig (2006)

Laroche *et al.* (1996) describe buying point is the individual's objective to buy a particular brand they have picked after certain evaluation. There are couple of researchers found buyer's buy objective relies upon their past experience, their tendency toward the thing and furthermore the external condition to assemble information, survey elective, additionally, settle on buying decision.

Generally, mark infers image of a particular thing that set into the embodiment of buyers or anything that associated in the memory to a brand (Aaker, 1991). According to Kotler (2001), stamp picture also portrayed as a man's feelings, contemplations, and

impression concerning a dissent. According to Keller (1993) and Biel (1993), they both portrayed buyer's acknowledgments about a check are reflected by the brand relationship in their memory and they routinely interfaces the brand name with arrangement of qualities and affiliations. These affiliations can be depicted into quality, energy and uniqueness of the brand. These brand affiliations help customers with handling information what's more, make positive notions of buyers towards the brand. Assessing in an inevitable factor in choosing a things or organizations' relative expense. Cost is the proportion of money charged for a thing or organization. Exhaustively, cost is the total whole being exchanged by the customer to get favourable position of the thing or organization owning (Kotler, 2011). Cost is the total of monetary terms that customers will give as an end-result of a particular thing or organization. Other than that, according to Stanton (1992), cost is the proportion of money or stock anticipated that would get a mix of various stock and it's running with organizations.

Structure and arrangement go about as an essential factors that affect customers buying decision towards mobile phone that supported by Dziwornu (2013). In light of the exploration of Osman (2012), customer picks choices will rely upon the plan, it was the most basic components for settling on the choices.

3.6 Measurement of Variables

3.6.1 Items

Variables are characterized by conceptual definitions that clarify the concept the variable is attempting to capture. Variables are characterized by operational definitions. Each of these components must be operationalized in order to be measured. The rules for relating names to properties of variables are the foremost critical components of measurement, since the result of poor rules is insignificant results. Understanding the level of measurement of variables used in research is important since the level of measurement decides the sorts of statistical analyses that can be conducted. The measurable dependent variable for this study will be buying intention. Therefore, the study will measure independent variables against buying intention.

3.6.2 Measurement Scale

There are four levels of measurements: nominal, ordinal, interval, and ratio. For this study, nominal and ordinal scales are used. Nominal scales are utilized for labelling variables, without any quantitative value. Nominal scales may basically be called labels. Ordinal scales are ordinarily measures of non-numeric concepts like happiness, satisfaction level and more.

Ordinal scale used for this study is consisting of the following rating scale:-1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

If the participant feels the statement is strongly matched to them then they need to select as Strongly Agree. Otherwise they have to select as Strongly Disagree if the statement

is totally not in favour to them. If they feel the statement is neutral then they need to select as Moderate.

3.6.3 Measurement Instrument

Instrument is the common term that researcher utilize for an estimation gadget (test, survey, etc.). To assist recognize between instrument and instrumentation, consider that the instrument is the gadget and instrumentation is the course of activity (the method of creating, testing, and utilizing the gadget). Researcher chose which sort of instrument to utilize based on the research question. Measurement instrument used for this study are questionnaires. This questionnaires helps to gather informational data to support research findings. Set of questionnaires is prepared to collect primary data from the participants.

3.7 Sampling

3.7.1 Population

A research population is additionally known as a well-defined collection of people or objects known to have comparable characteristics. All people or objects inside a certain populace as a rule have a common, authoritative characteristic or characteristic. A research population is a huge collection of people or objects that's the most center of a scientific query. It is for the good thing about the population that investigates are done. Be that as it may, due to the huge sizes of population, researcher regularly cannot test every person within the population since it is as well costly and time-consuming.

Typically the reason why researcher depend on sampling strategies. The chosen university Multimedia University Melaka which has population about 7,000 students. The sample are selected randomly from the various faculty.

3.7.2 Sample Size

The sample size of a study most ordinarily alludes to the number of units that were chosen from which information were accumulated. In any case, sample size can be characterized in different ways. There's the assigned sample size, which is the number of sample units chosen for contact or data collection. The samples size about 367 are selected randomly from the various faculties in Multimedia University Melaka.

3.7.3 Sampling Approach

Sampling structure is the image, which assigned from the majority of the parts in the populace (Bell & Bryman, 2007). In any case, there was likely issue that would meet while picking test measure from the populace to most recent. Along these lines, the testing casing may not be totally exact. By and by, specialist does not extremely focus on this specific issue, since there are simply minor complexities between the target population and also analysing plot.

Morgan and Krejcie (1970) stated if the populace is about 7,000, the respondents required are 364. Multimedia University Melaka which has student's population about 7,000. The samples about 367 are selected randomly by using simple random sampling technique from the various faculties in Multimedia University Melaka. As per the

investigation, the poll are completely disseminate to certain users as well as conveyed for those users from different area of the place, as users from various place can give different perspective.

3.8 Data Collection

Questionnaires were handed out to total of 367 samples which are selected randomly which are representing overall population of about 7,000 students in MMU Melaka campus.

3.9 Data Analysis

Table 3.3: *Types of Data Analysis Employed*

Data	Type of Analysis
Reliability Analysis	Cronbach Alpha
Background of respondents	Frequency and Percentages
Descriptive Analysis	Frequency, Percentages and Mean
Hypothesis Testing	Correlation and Regression

For this study, SPSS applications 22.0 are utilized to test the data to have the capacity to make the result.

3.10 Summary

In this chapter, the researcher have discussed the research methodology part. The researcher also have demonstrated examination philosophy outline. Finally, method of instrument and approach has been discussed.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

This chapter discusses the findings from the data collected from the respondents. The discussion includes the brief explanation on the amount of questionnaire distributed; collected and useable for statistical analysis. This is followed by the discussion on the background of the respondents, reliability, descriptive, correlation and regression analysis. The correlation and regression analysis is to test the hypothesis developed for this study. Summary of the hypotheses testing results summarized this chapter.

4.2 Data Preparation

As shown in the below table, a total of 367 questionnaire was distributed to the targeted students at the MMU Malacca Campus.

Table 4.1: *Questionnaire Distributed and Collected*

Activity	Number of Questionnaire
Distribution of Questionnaire	367
Collection of Questionnaire	367
Rejected Questionnaire	0
Usable Questionnaire	367

Fortunately the same number of questionnaire was collected back. When a checking was carried out on the collected questionnaire, none of the questionnaire was rejected due to incomplete responses. Thus the final number of questionnaire for statistical analysis is 367 questionnaires.

4.3 Background of Respondents

Following table show the background of respondents in term of gender, age and education level.

Table 4.2: *Background of Respondents*

Item		Frequency	Percentage
Gender	Female	196	53.41
	Male	171	46.59
	Total	367	100
Age	< 25	74	20.16
	26 - 35	256	69.75
	36 – 45	37	10.0
	Total	367	100
Education	SPM / Certificate	135	36.78
	STPM	49	13.35
	Diploma / Advance Diploma	74	20.16
	Bachelor	97	26.43
	Post Graduate	12	3.27
	Total	367	100

In light of gender, 171 respondents (46.59%) are male, while female are 196 or 53.41%. Most of their ages are aggregate between 26-35 years which logged at 69.75%, and just 10.08% with age between 36 to 45 years of age.

4.4 Reliability Analysis

Following table indicate the reliability analysis for variables.

Table 4.3: *Reliability Analysis Statistics*

Variables	No of Items	Pilot	Actual
Buying Intention	5	0.709	0.706
Brand	9	0.707	0.704
Pricing	9	0.706	0.702
Design	11	0.767	0.769
Operating System	4	0.702	0.702
Pattern	4	0.701	0.700

Cronbach coefficient is commonly used to test the interior unwavering quality of the things utilized in the investigation. The alpha of Design (D) is 0.769 which is most astounding when contrasted with different factors utilized in the examination. The second most noteworthy estimation is 0.704 which used to quantify Brand (B). Next, estimating Pricing (P) is 0.702. In the meantime, Operating System (O) is 0.702. Most reduced estimation is 0.700 by Pattern (PT).

4.5 Descriptive Analysis

Following table show the frequencies and percentage through descriptive analysis.

Table 4.4: *Descriptive Analysis*

Value (RM)	Frequencies	Percentage
1500-3000	182	49.59
500-1500	86	23.43
<500	38	10.35
>3000	61	16.62
Total	367	100

In the meantime, at the cost or spending extent to buy a cell phone among students, 10.35% of respondents is underneath than RM 500, 49.59% for spending plan between RM 1,500 – RM 3,000, and 23.43% of respondents will spend RM 500 – RM 1,500 for acquiring a cell phone. Then again, for the high spending classification of cell phone, there is just 16.62% of respondents are apportioning use above RM 3,000 for obtaining a cell phone. Just 3.27% of respondents are accounted for that utilized 2 hand telephones previously while 9.81% of respondents have utilized in excess of 2 hand telephones previously.

4.6 Correlation Analysis

Correlation analysis findings are presented in the following table.

Table 4.5: *Correlation Analysis Statistics*

Variable	Buying intention	Brand	Pricing	Design	Operating System	Pattern
Buying Intention		.347**	.359**	.305**	.063	.057
Brand	.347**		.492**	.276**	.081	.076
Pricing	.359**	.492**		.283**	.160**	.156**
Design	.305**	.276**	.283**		-.045	-.042
Operating System	.063	.081	.160**	-.045		-.049
Pattern	.057	.076	.156**	-.042	-.049	

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

The purpose of the conducting the correlation analysis is to examine the correlation between independent variables and the dependent variable in this study. From the correlation analysis results table above shows the following findings:

There is a positive but weak correlation between brand and buying intention [$r = .347$, $n = 367$, $p < 0.01$). An increase in the brand knowledge would increase the buying intention of smart phone among the students at the MMU in Melaka Campus.

There is a positive but weak correlation between pricing and buying intention [$r = .359$, $n = 367$, $p < 0.01$). An increase in the price would increase the buying intention of smart phone among the students at the MMU in Melaka Campus.

There is a positive but weak correlation between design and buying intention [$r = .305$, $n = 367$, $p < 0.01$). An increase in the design would increase the buying intention of smart phone among the students at the MMU in Melaka Campus.

There is no correlation between operating system and buying intention [$r = .063$, $n = 367$, $p > 0.01$). The students at the MMU in Melaka Campus do not consider operating system of the smart phone important to their buying intention.

There is no correlation between smartphone pattern and buying intention [$r = .057$, $n = 367$, $p > 0.01$). The students at the MMU in Melaka Campus do not consider smartphone pattern important to their buying intention.

Therefore it could be concluded that only brand, pricing and design variables are related to the buying intention among the students at the MMU in Melaka Campus.

4.7 Regression Analysis

Regression analysis findings for this study are presented in the following tables.

Table 4.6: *Model Summary (Buying Intention)*

<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
.52	.27	.26	.63

Table 4.7: *ANOVA (Buying Intention)*

<i>R</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	53.37	5	10.67	27.32	.000
Residual	141.06	361	.39		
Total	194.43	366			

Table 4.8: *Coefficients (Buying Intention)*

	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
(Constant)	3.70	.53	.00	7.02	.000
Brand	.40	.06	.32	7.05	.000
Price	.38	.05	.38	8.35	.000
Design	.32	.06	.28	5.23	.000
Operating System	-.11	.06	-.10	-1.86	.063
Pattern	-.08	.05	-.08	-1.70	.090

Based on the regression analysis results in the above tables, the results of the multiple linear regression indicated that there was a collective significant effect between smart phone brand, pricing, design, operating system and pattern on buying intention ($F(5, 366) = 27.32, p < .01, R^2 = .27$). The individual predictors were examined further and indicated that price ($t = 8.35, \beta = .38, p < .00$), brand ($t = 7.05, \beta = .32, p < .00$) and design ($t = 5.23, \beta = .28, p < .00$) were significant predictors in the model.

It could be concluded that the selection of the independent variables in this study could only predict 27 percent ($R^2 = .27$) of the buying intention among the students of the MMU Malacca Campus in their buying intention to buy a smart phone. The price of the smart phone is the main consideration among the students at the MMU Malacca Campus followed by brand and design of the smart phone in forming their intention to buy a smart phone.

4.8 Summary of Hypothesis Testing

Following are table indicate the summary of hypothesis testing for this study.

Table 4.9: *Summary of Hypothesis Testing*

Hypothesis	Statement	Remark
H1	There is an association between smart phone brand and buying intention of smart phone between MMU students in Malacca.	Accepted $r = .347$ $p < .01$
H2	There is an association between smart phone pricing and buying intention of smart phone between MMU students in Malacca.	Accepted $r = .359$ $p < .01$
H3	There is an association between smart phone design and buying intention of smart phone between MMU students in Malacca.	Accepted $r = .305$ $p < .01$
H4	There is an association between smart phone operating system and buying intention of smart phone between MMU students in Malacca.	Rejected $r = .063$ $p > .01$
H5	There is an association between smart phone pattern and buying intention of smart phone between MMU students in Malacca.	Rejected $r = .057$ $p > .01$
H6	There is an effect of smart phone brand, pricing, design, operating system and pattern on buying intention of smart phone among students at MMU Malacca Campus.	$R^2 = .26$ $p < .00$

As shown in the above table are the results of the hypothesis testing for this study where H1, H2, H3 and H6 are accepted while H4 and H5 are rejected due to insignificant statistical results.

4.9 Summary

The study successfully conducted data analysis to prove the hypothesis statement. It is highly noted that brand, price and design has significance with smartphone buying intention. Meanwhile, operating system and pattern has no significance with smartphone buying intention.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this part, the researcher summarizes the whole study starting from objective of study till the findings. Finally, a detailed conclusion and recommendation are given on understanding of this research.

5.2 Overview of the Study

The motivation behind this examination was to research the variables impacting buy expectation of cell phone among Multimedia University students in Melaka grounds. In particular, this investigation analysed the connection between brand, estimating, plan, working framework, example and buy expectation of cell phone. Statistics was gathered from 367 students from Multimedia University students in Melaka campus and analysed. 171 respondents (46.59%) consist of male and female 196 (53.41%).

5.3 Conclusion of the Study

The discussion on the conclusion of the study is divide according to the objective of the study. Past research by Endre (2009), has concluded the university students prefer to choose their phone by good price, look and shape. Therefore, past research indicated that there is a relationship between pricing and buying intention.

5.3.1 The association between smart phone brand and buying intention of smart phone between MMU students in Malacca

The finding demonstrated that three speculations were bolstered. This investigation affirmed that mark was altogether and decidedly identified with buy aim of cell phone. In this way, the primary theory (H1) is bolstered. The outcome was steady with the discoveries of the past investigations. The finding demonstrated that there was a noteworthy and positive connection between brand name and buy goal at $p=0.01$ level. Cell phone makes could stress on brand name while elevating cell phones to students. In addition, mark supervisors may draw a decent steadfastness program for their current clients with the end goal to hold them.

5.3.2 The association between smart phone price and buying intention of smart phone between MMU students in Malacca

This findings show that university students do rely on price of smartphone towards their buying intention. This mean price factor also play important role in buying intention among university students.

5.3.3 The association between smart phone design and buying intention of smart phone between MMU students in Malacca

There was an important relationship between design and buying intention of smartphone. This mean, students does give emphasize on design factor when buying smartphone.

5.3.4 The association between smart phone operating system and buying intention of smart phone between MMU students in Malacca.

Researcher found that operating system did not have an important relationship with buying intention. This indicate that the students does not really care on operating system of the smartphone when planning to buy it.

5.3.5 The association between smart phone patent and buying intention of smart phone between MMU students in Malacca.

Findings shows that pattern did not have an important relationship with buying intention. This indicate that pattern is not a choice among MMU students when planning to buy the smartphone.

5.3.6 The effect of smart phone brand, pricing, design, operating system and patents on buying intention of smart phones among MMU students in Malacca.

The reason for this examination was to research the components affecting buy expectation of cell phone among Multimedia University students in Melaka grounds. In particular, this examination inspected the connection between brand, evaluating, structure, working framework, example and buy expectation of cell phone. Information was accumulated from 367 students from Multimedia University in Melaka grounds and examined. 171 respondents (46.59%) male, while the level of female 196 is 53.41%. Five speculations were introduced to test the connection between the free

factors; mark, estimating, plan, working framework, example and ward variable buy aim of cell phone.

The finding showed that three speculations were upheld. This examination affirmed that brand was fundamentally and emphatically identified with buy goal of cell phone. Along these lines, the principal theory (H1) is bolstered. The outcome was steady with the discoveries of the past investigations. Cell phone makes could underline on brand name while elevating cell phones to students. In addition, mark chiefs may draw a decent unwaveringness program for their current clients with the end goal to hold them. Theory 2 is likewise upheld. Cost was altogether and decidedly identified with buy expectation of cell phone. This discoveries demonstrate that college students do depend on cost of cell phone towards their buy aim. This mean value factor additionally assume imperative job in buy goal among college students. This examination likewise found that there was a noteworthy and positive connection among structure and buy aim of cell phone. This mean, students' gives underscore on configuration factor when buying cell phone. In this way, speculation 3 is additionally acknowledged. In any case, the scientist found that working framework and example did not have a noteworthy association with buy expectation. This demonstrate the students does not so much consideration on working framework and example of the cell phone when intending to buy it.

5.4 Recommendation

The discussion on recommendation is divided into three main discussion, namely: theoretical, practical and future research.

5.4.1 Theoretical

The revelations of this examination have a couple of consequences for the phone creators. This examination realized information that will give mobile phone creators on factors that affect buying desire for wireless. This examination presumes that brand, cost and design are firmly related to buying objective. The present examination was not without its confinement. In any case, given the cross-sectional research plan of the examination, no causal association between the variable could be understood.

5.4.2 Practical

To obtain furthermore reinforce for potential causal associations between these components, future examinations should be established on longitudinal structure. The second requirement was the model was confined to the MMU Melaka grounds students. Everything considered, the revelations most likely won't be proper to the students in various schools in Malaysia. In this manner, investigate is required on different models across over school students with the true objective to upgrade the generalizability of the revelations.

5.4.3 Future Research

The present research urges us to measure the essentialness of brand, cost and setup on buying desire for phone among University students. Contrary to want, working system and precedent did not have a basic relationship with buying point. Future examinations ought to be done to investigate diverse segments which may affect buying desire for mobile phone. In total, the delayed consequences of this examination suggested that it is to a great degree hugeness for the mobile phone makers to appreciate what determinants influencing school students' buying point towards wireless since they addressed the future key livelihoods of PDA. Additionally, it is the best approach to grow their very own bit of the general business inside the individual market parcel.



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QUESTIONNAIRE



This questionnaire is developed to examine on the relationship between price, design, operating system and patents towards buying intention on the smart phone among MMU students in Melaka Campus.

Gender: Male Female

Age: 25 and below 26- 35 36 – 45
46 – 55 > 55

Education: SPM/Certificate STPM
Diploma/ Bachelor Postgraduate
Advance Diploma Degree

Please mark (/) in the box below

1. Please select your current smart phone brand

Samsung Apple iPhone

Vivo Huawei

Others (Please specified) _____

2. In what price range does your current smart phone fall?

Less than RM500 Between RM500 – 1,500

RM1, 500 – 3,000 > RM3, 000

3. How long have you been using your current smart phone brand?

Less than 1 year Between 1 – 4 years
 5 years and above

4. How many mobile phones you have used before?

1 2 - 3
 4-5 > 5
 Others (Please specified) _____

5. What is your favourite smart phone brand?

Samsung Apple iPhone
 Vivo Huawei
 Others (Please specified) _____

SECTION 1: Factors Influencing Buying Intention of Smart Phone

Brand (Independent Variable I)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does brand of smart phone influence your buying decision?					
2. Manufacturer who sells popular smart phone brand do gain high volume of sales in market.					
3. Brand is the most important factor that influences smart phone branding strategy.					
4. Brand image increase my status in the society.					
5. Brand image is an attraction for me to buy a smartphone					
6. I will consider the brand image when buying a smartphone with higher price					
7. I will buy according to my favourite's smartphone brand, regardless of the price.					
8. Smartphone's brand name is my priority when making a buying decision.					
9. I will consider the reputation of smartphone brand before buying it.					

Pricing (Independent Variable II)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does pricing of smart phone influence your buying decision?					
2. Does pricing factor affect the smart phone branding strategy?					
3. Manufacturer who sells smart phone at cheaper price do gain high volume of sales in market.					
4. Pricing is the most important factor that influences smart phone branding strategy.					
5. I compare prices of other Smartphone's brands and store brands before I choose one.					
6. I buy Smartphone because they are worth to used regarding between with their price & usage quality.					
7. I am willing to buy Smartphone even though the price is higher					
8. I am uncertain which Smartphone's brands provide real value for money in terms of product quality.					
9. The cheapness of some Smartphone's brand suggests to me that they may have some risks, such as low quality					

Design (Independent Variable III)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does design of smart phone influence your buying decision?					
2. Does design factor affect the smart phone branding strategy?					
3. Manufacturer who sells designable smart phone capture the sales market.					
4. Design is the most important factor that influences smart phone branding strategy.					
5. If two smartphone's had the same features I would choose the Smartphone that is the current craze from an operating system point of view.					
6. If two smartphone's had the same features I would choose the Smartphone that is the current craze from the Brand point of view.					

7. If a smartphone designer changes the user interface completely, I would welcome the change of Brand.					
8. The quality, reliability of the product doesn't matter to me, what matters are that the Brand is the current craze. (Everyone wants one)					
9. I would rather choose a Smartphone brand that has a superior camera over one that is fast and responsive.					
10. I would rather choose a Smartphone brand that has a mature app store over one that is the current craze from a brand point of view.					
11. I would rather choose a smartphone brand that is easy to use, thereby allowing me to perform task faster.					

Operating System (Independent Variable IV)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does operating system of smart phone influence your buying decision?					
2. Does operating system factor affect the smart phone branding strategy?					
3. Manufacturer who produce excellent operating system are popular among smart phone branding.					
4. Operating system is the most important factor that influences smart phone branding strategy.					

Patents (Independent Variable V)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does patents issue influence your buying decision?					
2. Does patents factor affect the smart phone branding strategy?					
3. Manufacturer who secure their patents are safer among smart phone branding.					
4. Patents are the most important factor that influences smart phone branding strategy.					

SECTION 2: Buying Intention of Smart Phone

This section is seeking your opinion regarding the factors that influence the buying intention of smartphone.

1. Please select one answer indicates the extent to which you agree or disagree with each of the following statements.

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

Buying intention	1	2	3	4	5
a. I intend to buy a smartphone in near future.					
b. I will consider the brand of the smartphone before I buy it.					
c. I will recommend my friend to buy smartphone.					
d. I search for information about smartphone from time to time.					
e. I always talk about smartphone with my friends.					

2. Please rank how much of an influence the following has on you when buying a smart phone?

- Brand
 Price
 Design
 Operating System
 Patent



3. Please rate how the following influence your decision to buy a particular smart phone. (Please circle your choice)

	No Influence					Significant Influence				
	1	2	3	4	5	6	7	8	9	10
a. Television Ads	1	2	3	4	5	6	7	8	9	10
b. Reputation	1	2	3	4	5	6	7	8	9	10
c. Magazine Ads	1	2	3	4	5	6	7	8	9	10
d. Celebrity Endorsement	1	2	3	4	5	6	7	8	9	10
e. Appearance	1	2	3	4	5	6	7	8	9	10
f. Price	1	2	3	4	5	6	7	8	9	10
g. Brand	1	2	3	4	5	6	7	8	9	10
h. Other _____	1	2	3	4	5	6	7	8	9	10

4. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
a. I will ONLY buy or consider buying smart phone if they are good brand.	1	2
b. I will ONLY buy or consider buying smart phone if they are same brand with the one I am using now.	1	2
c. I will buy or consider buying smart phone EVEN IF they are slightly different brand.	1	2

5. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
a. I will ONLY buy or consider buying smart phone if they are cheap.	1	2
b. I will ONLY buy or consider buying smart phone if they are more or less the same price with other brand	1	2
c. I will buy or consider buying smart phone EVEN IF they are slightly more expensive.	1	2

6. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
a. I will ONLY buy or consider buying smart phone if it has good design.	1	2
b. I will ONLY buy or consider buying smart phone if they are more or less the same design with other brand	1	2
c. I will buy or consider buying smart phone EVEN IF they are slightly different design.	1	2

7. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
a. I will ONLY buy or consider buying smart phone if they have good operating system.	1	2
b. I will ONLY buy or consider buying smart phone if they are more or less the same operating system with the one I am using now.	1	2
c. I will buy or consider buying organic products EVEN IF they have different operating system.	1	2

8. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
I will ONLY buy or consider buying smart phone if they are patented.	1	2

~End of questionnaire~