DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 16230 words.

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TABLE OF CONTENTS

Copyright Page ........................................................................................................ ii
Declaration................................................................................................................ iii
Acknowledgement .................................................................................................... iv
Table of Contents ..................................................................................................... vi
List of Tables ............................................................................................................ xii
List of Figures .......................................................................................................... xiii
List of Abbreviations ............................................................................................... xiv
List of Appendices .................................................................................................... xv
Preface ..................................................................................................................... xvi
Abstract .................................................................................................................... xvii

CHAPTER 1  INTRODUCTION ..................................................................................... 1
  1.0  Introduction ......................................................................................................... 1
  1.1  Research background ......................................................................................... 2
  1.2  Problem statement .............................................................................................. 4
  1.3  Research Objectives, .......................................................................................... 5
      1.3.1  General Objectives ...................................................................................... 5
      1.3.2  Specific Objectives ..................................................................................... 5
  1.4  Research Questions ............................................................................................. 6
  1.5  Hypothesis of the study ...................................................................................... 6
      1.5.1  First Hypotheses ......................................................................................... 6
      1.5.2  Second Hypotheses .................................................................................... 7
      1.5.3  Third Hypotheses ....................................................................................... 7
      1.5.4  Fourth Hypotheses ..................................................................................... 7
Factors affecting purchase intention towards smartphone brand: A study of young female adult consumers

1.6 Significance of the study .................................................................................. 8
1.7 Chapter layout ................................................................................................. 9
1.8 Conclusion ....................................................................................................... 10

CHAPTER 2 LITERATURE REVIEW ................................................................. 11
2.0 Introduction .................................................................................................. 11
2.1 Review of the Literature .............................................................................. 11
  2.1.1 Purchase intention .................................................................................. 11
  2.1.2 Brand image ......................................................................................... 13
  2.1.3 Pricing .................................................................................................. 16
  2.1.4 Product features ................................................................................... 18
  2.1.5 Peer Influence ...................................................................................... 21
2.2 Review of Relevant Theoretical Models ...................................................... 24
2.3 Conceptual Framework ................................................................................ 26
2.4 Hypotheses development ............................................................................ 27
  2.4.1 The relationship between brand image and purchase intention towards smartphone brand .................. 27
  2.4.2 The relationship between pricing and purchase intention towards smartphone brand .................. 27
  2.4.3 The relationship between product features and purchase intention towards smartphone brand ......... 28
  2.4.4 The relationship between peer influence and purchase intention towards smartphone brand ........... 29
## METHODOLOGY

3.0 Introduction.................................................................................. 30
3.1 Research Design............................................................................. 30
3.2 Data Collection Method.................................................................. 31
   3.2.1 Primary Data Collection............................................................. 31
   3.2.2 Secondary Data Collection......................................................... 32
3.3 Sampling Design............................................................................. 32
   3.3.1 Target Population...................................................................... 32
   3.3.2 Sampling Frame and Sampling Location...................................... 32
   3.3.3 Sampling Element.................................................................... 33
   3.3.4 Sampling Technique................................................................. 33
   3.3.5 Sampling Size........................................................................... 34
3.4 Research Instrument....................................................................... 35
   3.4.1 Questionnaire Design................................................................. 35
   3.4.2 Pilot test.................................................................................. 36
3.5 Constructs Measurement................................................................. 37
   3.5.1 Interval Scale........................................................................... 37
   3.5.2 Nominal Scale.......................................................................... 38
   3.5.3 Ordinal Scale........................................................................... 39
3.6 Data Processing............................................................................... 42
   3.6.1 Questionnaire checking.............................................................. 42
   3.6.2 Data Editing............................................................................. 42
   3.6.3 Data Coding............................................................................ 42
   3.6.4 Data Transcribing................................................................... 43
   3.6.5 Data Cleaning.......................................................................... 43
Factors affecting purchase intention towards smartphone brand: A study of young female adult consumers

3.7 Data Analysis ................................................................. 43
  3.7.1 Reliability Analysis ................................................. 44
  3.7.2 Frequency Statistics ............................................... 44
  3.7.3 Pearson Correlation Coefficient .............................. 45
  3.7.4 Multiple Linear Regressions ................................. 46

CHAPTER 4 DATA ANALYSIS .................................................. 47
  4.0 Introduction ............................................................... 47
  4.1 Descriptive Analysis .................................................. 47
    4.1.1 Respondent Demographic Profile ......................... 47
      4.1.1.1 Gender ....................................................... 48
      4.1.1.2 Age .......................................................... 49
      4.1.1.3 Current Status ............................................ 50
      4.1.1.4 Have you purchase smartphone before .......... 51
      4.1.1.5 What is your current smartphone brand .......... 52
      4.1.1.6 Which smartphone brand do you prefer .......... 54
      4.1.1.7 How much do you spent on your smartphone .. 55
    4.1.2 Central Tendencies Measurement of Contrasts ........ 57
  4.2 Scale Measurement ..................................................... 58
    4.2.1 Reliability Test .................................................. 58
  4.3 Inferential Analysis ................................................... 60
    4.3.1 Pearson Correlation Analysis .............................. 60
    4.3.2 Multiple Regressions ......................................... 62
      4.3.2.1 Test of significant .................................... 65
  4.4 Conclusion ............................................................... 67
CHAPTER 5 DISCUSSION, CONCLUSION AND IMPLICATIONS ..........68

5.0 Introduction ...........................................................................68

5.1 Summary of Statistical Analysis ............................................68
  5.1.1 Descriptive Analysis .........................................................68
  5.1.2 Summary of Scale Measurement .......................................69
  5.1.3 Summary of Inferential Analysis .......................................69
    5.1.3.1 Pearson Correlation Analysis ......................................69
    5.1.3.2 Multiple regressions ..................................................70

5.2 Discussion of Major Findings .................................................71
  5.2.1 Relationship between brand image and purchase intention towards smartphone brand ..........72
  5.2.2 Relationship between price and purchase intention towards smartphone brand .....................73
  5.2.3 Relationship between product feature and purchase intention towards smartphone brand ..........74
  5.2.4 Relationship between peer influence and purchase intention towards smartphone brand ..........75

5.3 Implication of the study ..........................................................76

5.4 Limitations of the study ........................................................78
  5.4.1 Limited Geographical Coverage .......................................78
  5.4.2 Involvement of certain group only .....................................78
  5.4.3 Small Sampling Size .......................................................79
  5.4.4 Consideration of Other Factors ........................................79

5.5 Recommendations for future Research ....................................79
  5.5.1 Large Geographical Coverage ..........................................79
LIST OF TABLES

| Table 3.1 | Pilot Test | 37 |
| Table 3.2 | Likert Scale | 38 |
| Table 3.3 | Example of Nominal Scale | 38 |
| Table 3.4 | Example of Ordinary Scale | 39 |
| Table 3.5 | Origin of Content | 39 |
| Table 4.1 | Gender | 48 |
| Table 4.2 | Age | 49 |
| Table 4.3 | Current Status | 50 |
| Table 4.4 | Have you purchase Smartphone before? | 51 |
| Table 4.5 | What is your current Smartphone’s brand? | 53 |
| Table 4.6 | Which Smartphone brand do you prefer? | 54 |
| Table 4.7 | Spending amount on Smartphone | 56 |
| Table 4.8 | Descriptive Statistics on Variables | 57 |
| Table 4.9 | Reliability Statistics for Actual Research | 58 |
| Table 4.10 | Correlations | 60 |
| Table 4.11 | Model Summary | 61 |
| Table 4.12 | ANOVA | 63 |
| Table 4.13 | Coefficients | 63 |
LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 2.1</td>
<td>Theoretical Framework</td>
<td>25</td>
</tr>
<tr>
<td>Figure 2.2</td>
<td>Conceptual Framework</td>
<td>26</td>
</tr>
<tr>
<td>Figure 4.1</td>
<td>Gender</td>
<td>48</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>Age</td>
<td>49</td>
</tr>
<tr>
<td>Figure 4.3</td>
<td>Current Status</td>
<td>50</td>
</tr>
<tr>
<td>Figure 4.4</td>
<td>Have you purchase Smartphone before?</td>
<td>51</td>
</tr>
<tr>
<td>Figure 4.5</td>
<td>What is your current smartphone’s brand?</td>
<td>52</td>
</tr>
<tr>
<td>Figure 4.6</td>
<td>Which Smartphone brand do you prefer?</td>
<td>54</td>
</tr>
<tr>
<td>Figure 4.7</td>
<td>Spending amount on Smartphone</td>
<td>55</td>
</tr>
</tbody>
</table>
LIST OF ABBREVIATIONS

UTAR  Universiti Tunku Abdul Rahman
SPSS  Statistical Package for Social Science
A    Alpha
β    Beta
Sig   Significant
IBM   International Business Machine
IDC   International Data Corporation
P    P-value
SA    Strongly Agree
A    Agree
N    Neutral
D    Disagree
SD   Strongly Disagree


LIST OF APPENDICES

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix A - Survey Questionnaire</td>
<td>86</td>
</tr>
<tr>
<td>Appendix B - SPSS Output</td>
<td>92</td>
</tr>
</tbody>
</table>
Factors affecting purchase intention towards smartphone brand: A study of young female adult consumers

PREFACE

In this era of globalization, telecommunication has become an integral part in our everyday lives. Almost every working adult own a telecommunication device. Due to technological advancement, the current advanced technological device is the smartphone. There are many factors that influence consumers during their smartphone purchase process.

Not only have that, the presence of various smartphone companies and their corresponding brands further lengthened the purchase process. Consumers are at ‘cross-roads’ when it comes to selecting a smartphone brand. This is because every smartphone brand has their uniqueness that suits certain consumers in different market segments.

In addition, females role in purchase decisions have relatively changed over time. The number of females who are working is increasing drastically every year. Therefore, equal attention must also be given to female purchase behavior as they make up a large percent of the total market segment.

This research studies and examines the factors affecting consumers purchase intention towards smartphone brand: A study of young female adult consumers. Hence, the findings of this research will be useful for marketers as well as smartphone developers to tailor their product and marketing activities in accordance to the female consumer’s preference.
Factors affecting purchase intention towards smartphone brand: A study of young female adult consumers

ABSTRACT

In this rapidly advanced technology era, more and more new inventions are being launched to the marketplace. Firms as well as Multinational Corporations are allocating a relatively large amount of financial capital for Research and Development(R&D). Compared to the past decade, a lot of smartphone companies has emerged and compete effectively. These companies devote a lot of effort in order to gain a large market share among customers and consumers in the smartphone industry. Thus, a deep understanding on how consumers choose a smartphone brand is essential.

This research carries the objective to study factors affecting the purchase decision of consumers towards smartphone brand. However, the focus of this study is on young female adult consumers. The four main dimensions that we have selected to study the factors affecting consumers purchase decision are brand image, pricing, product features and peer group influence. We study the interrelationship among these variables and how these variables impact the consumer’s decision process.

A total of 200 set of questionnaires have been distributed to respondents around Klang Valley area. The respondents encompass both female students and female working adults. Statistical Package for the Social Science 21 (SPSS) is used in order to statistically measure and calculate the data and research findings. After the analysis, all the four selected variables, brand image, pricing, product features and peer group influence has proven to have a significant relationship with the factors affecting the consumer purchase intention.
The limitations of this study which we had encountered and the necessary recommendations are discussed towards the last chapter. The recommendations provided deliver effective suggestions and call for further studies in the future.