

Chapter 1: Introduction

1.0 Introduction

Telecommunication device help us to communicate at a distance. The first telecommunication device called pager. Pager is small telecommunications devices that can only use to receives or transmit alert signals and send short messages. In year 1973, Hand phone was invented by Motorola researcher Martin Cooper. The traditional hand phone is design in large and bulky in size and only carry some basic function such as call and short messaging system (SMS). Hand phone is now further refined to smaller and compact version. From the hand phone that consists of numerous buttons, phone is now evolving becomes smartphone as it can be control by touch screen. In general, a smartphone is an extension of the traditional handheld hand phones. However, it performs a wider range of functions. Nowadays, smartphone has been deeply accepted by most people around the world and have become an integral part of everyone around the globe.

In addition, due to vast improvements in technology, more advanced and sophisticated smartphone are introduced and launched almost every year. Smartphone has been deeply accepted by most people around the world especially among young adult consumers. This research studies and analyses the factors that trigger the purchase decision of female young adult in smartphone brand. This research studies and analyses the relative differences among different smartphone brands that in turn affects the consumer purchase intention towards the different available brands. This chapter provides an overview of the research. Chapter one cover the research

background, problem statement, research objectives, research questions, hypothesis of studies, significant of studies, chapter layout and conclusion.

1.1 Research background

In today's society, people are becoming more and more rely on technology especially when communicating with others. Smartphone is one of the highly technology communication device that allowed users to connect with each other and transfer information to around the globe. Smartphone has brings huge benefit to the society, the beneficial aspects includes it allow users to call and talk straightaway, send short message service (SMS), assist business person to make schedule of working and meetings, work as navigation system (GPS), access to the internet, entertainment, downloading applications, store data and even help in legal matters such as track criminal via tracking system. According to The Sun Daily report, smartphone penetration in Malaysia has increased in the year 2012 from 47 percent to 63 percent (The Sun Daily, 2013). Therefore, the trend of the society in purchasing mobile phone has slowly moving towards smartphone (Min, et al., 2012).

Nowadays, consumers pay more attention to the brand while choosing smartphone (Knapman, 2012). Many smartphone brands that are popular among the users include Apple, Samsung, Sony, HTC, LG, Motorola, HuaWei and XiaoMi have entered into Malaysia recent years. Among these brands, Apple and Samsung gain the highest market share in the market. According to The Star, many large mobile phone makers were threatened by high-end phone companies such as Apple and Samsung and by lower end Chinese phone companies. Those companies were said to be suffering due to lack of differentiated offering and strong brand (The Star, 2012).

In 2012, a survey has been taken by Malaysian Communications and Multimedia Commission to determine the usage of mobile phone among Malaysian. The survey result came out with a statistic of young adult aged 15 to 29 owning a mobile phone stand 44.5 percent among the other age brackets (Malaysian Communications and Multimedia Commission, 2012). Young adult are more towards new technology and innovation features which consider fast adoption curve. Therefore, they are able to embrace new technology faster than other age brackets. Besides, the survey also shows that there are 43.5 percent of the total smartphone users are female while the other 56.5 percent are male smartphone users. Although male are more likely to own smartphone than female, however brand gave more impact on female (Karen, Han Benjamin, 2013).

Thus, this research is taken to determine the factors influencing purchase intention of smartphone brand: A study of young female adults in Klang Valley. Consumers are defined as the individuals who purchase a good or service in the intention to utilize them. Normally, consumers will consider a few set of alternatives before they make their respective purchase decision. Moreover, there are many factors involved during a consumer decision making process. These factors affect the consumers purchase intention. With a clear and precise understanding of the consumer purchase intention pattern of behavior, marketers will be able better position their products in the marketplace.

However, in order to understand the consumer purchase intention towards smartphone brand, research has to be carried out. There are several factors that affect consumer purchase intention towards smartphone brand. We have identified 4 factors that affect the purchase intention of smartphone include brand image, pricing, product specification and peer influence. At the end of the research, marketers may have a better understanding on factors that will bring brings impact to the young female consumers' purchase intention towards smartphone brand.

1.2 Problem statement

In this global era, technology has become an integral part in our lives. The saying ‘world is at your fingertips’ has become predominant nowadays. From desktop to laptops, technology has further minimised to smartphones. Smartphone industry has boomed in this country since 1983. Since then, there has been many large mobile phone companies ‘stepping their foot’ into the industry. Due to the large entry of mobile phone companies, many smartphone brand has introduced to the market in Malaysia, namely Apple, Samsung, Sony, Lenovo, HTC, Huawei, LG, Motorola, Asus, Nokia, Blackberry, Oppo, Ninethology, and XiaoMi.

In this ‘technology savvy’ era, it is very difficult to study, analyse and interpret consumer purchase intention. Smartphone companies as well as telecommunication providers even willing to financially invest in order to study their respective potential consumers purchasing behaviour. Therefore, this research is intended in the quest to study the consumer purchase intention towards smartphone brands. Although many researches and studies have been preliminarily carried out on consumer purchase intention and hypothesis are formed, however there is still room for improvement. A framework as a whole indicating the distinct relationships between the related variables to consumer purchase intention towards smartphone brands can be further development for future studies and research.

Moreover, although there has been many researches carried out previously on purchase intention towards smartphone brands, there has not been a research carried out on linking between young female adult purchase behaviour and its corresponding purchase intention towards smartphone brand. This research is solely focussed on female consumers, their buying preferences and factors that affect their buying decision. This study is intended to study and analyse specifically the factors affect the purchase intention towards smartphone brands of young female adult consumers. Young female adult female within the specified age range is selected because these group of woman have the highest smartphone purchase rate. This age group is

the 'active' group among female. Therefore, this research serves as a bridge linking the two main variables, young female adult purchase behaviour and purchase intention towards smartphone brand.

1.3 Research Objectives

Based on the problem statement, there are numbers of objectives being developed as below:

1.3.1 General Objectives

This research has been developed to identify, examine and better understanding the relationship between young female adult consumers and smartphones brand. The general objective of this research is to examine the factors that affect purchase intention towards smartphone brand among the young female adult consumers.

1.3.2 Specific Objectives

- (i) To examine effect of brand image on young female adult consumers purchase intention towards smartphone brand.
- (ii) To examine effect of price on young female adult consumers purchase intention towards smartphone brand.
- (iii) To examine effect of product features on young female adult consumer purchase intention towards smartphone brand.
- (iv) To examine effect of peer group influences on young female adult consumer purchase intention towards smartphone brand.

1.4 Research Questions

- (i) Does brand image play a significant role in young female adult consumer purchase decision towards smartphones brand?
- (ii) Does pricing influence the purchase intention of young female adult consumer towards different smartphone brands?
- (iii) Does the product features affects young female adult consumer decision making in choosing a smartphone brand?
- (iv) How does the peer group influence can affect the young female adult consumer purchase intention towards different smartphone brands?

1.5 Hypothesis of the study

Subsequent of reviewing relevant literature, there are four (4) hypotheses that corresponding to the sub-research questions is developed:

1.5.1 First Hypotheses

- H₀: Brand image has no relationship towards young female adult consumer's purchase intentions for smartphone brand
- H₁: Brand image has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

1.5.2 Second Hypotheses

- H₀: Pricing has no relationship towards young female adult consumer's purchase intentions for smartphone brand
- H₁: Pricing has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

1.5.3 Third Hypotheses

- H₀: Product features has no relationship towards young female adult consumer's purchase intentions for smartphone brand
- H₁: Product features has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

1.5.4 Fourth Hypotheses

- H₀: Peer group influence has no relationship towards young female adult consumer's purchase intentions for smartphone brand
- H₁: Peer group influence has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

1.6 Significance of the study

This study able to provide a concept for smartphone firms a better understanding on factors that influence the purchase intention of smartphone among young female adult in Malaysia. The importance and attention given to a smartphone is rapidly increasing everyday. The complexity and the sophistication involved in the highly advanced smart phones is making the purchase process of a smart phone getting more intense. In fact, the smart phone purchase is increasing from the past 4 years. Smartphone sales has reached 34% of the total sales of mobile in 2012 (Gartner.com,2012).

“Factors affecting purchase intention towards smartphone brands; A study of young female consumers” ,although similar studies have been carried on smartphone brands and its respective purchase intentions, however this research is directed mainly and only towards young female adult consumers. This particular research is designed and directed on the female consumers and the factors that affect their purchase intention towards smartphone.

Nowadays, both male and female contributes relatively a large percentage in smartphone purchase. A study says that woman purchase behavior has changed and its plays a significant impact on the sales of goods in marketplace. Dr. Anu Nagpal Chopra (2014) states: woman are most powerful consumers in the world, since up to eighty percentage of household spending decision is made by them. In addition, since the role of woman has changed, their significance of purchase intention has also changed. The role of woman changing refers to the scenario that nowadays a significant percentage of smartphone purchase comes from woman. Since the employment of woman labour in the work sector, the disposable income of woman increased (Schiffman & Kanuk in Shim & Kotsiopulos, 1993).This literally means that this study can serve as a reference for woman during their purchase process of smartphone. Besides, this research helps women consumers understand the emerging trend of smartphone brand.

This study provides an insight to researchers and marketers on the analysis of young female adult purchase intention towards smartphone brands, and how all the four main factors affect their purchase intention, brand image, pricing, product feature and peer group influence. This is crucial for marketers as this will aid them to reconstruct and tailor their marketing message to the needs of female consumers. In a nutshell, this research helps smartphone firms to capture the needs of young female adults. The smartphone company can benefit when the respective firm is able to cater the needs of young female consumers and this will induce a higher sales and purchase for the respective smartphone brand company.

1.7 Chapter layout

This research consists of five (5) chapters:

Chapter One provides the overview of entire research study which contains research background, follow by the problem statement, research objective, research question and hypotheses for the research study that used to deliver supervision for the accurate method of this research. After that, significance of the study, chapter layout and lastly is the conclusion of the chapter.

Chapter Two consists of literature that presents concept of consumers purchase intention towards smartphone brand, the contribution of four (4) dimensions that will influence the consumers purchase intention towards smartphone which includes brand image, pricing, product features, and peer influence, followed by the review of theoretical framework, conceptual framework, and hypotheses development of the chapter.

Chapter Three deliberate about the research methodology which consists of the research design, data collection methods, sampling design, research instruments, data processing and data analysis.

Chapter Four discusses with data analysis presents a generally of the result and the data collected from respondent are used to analyze the research findings. Besides, Statistical Package for Social Science 21 (SPSS) was used in this research to demonstrate the chart and tables.

Chapter Five includes discussion and conclusion of our research study. Research findings will be précised and discussion of major findings in this research, follow by the limitations of the research for improvement. Last part will be the recommendations for prospect research.

1.8 Conclusion

In general, chapter one is provide an overview of the research study and as a guideline for researcher for proper their way in following research objective and define the problem statement of the topics.

Chapter 2: Literature review

2.0 Introduction

Chapter Two focus on discussion of literature review, review of relevant theoretical model, conceptual framework and hypotheses development. The literature review consists of dependent and independent variable that related to the research topic and research objectives in Chapter One. Following by reviewing of theoretical models that been studied previously as the foundation to develop new ideas for the conceptual framework. The conceptual framework is then formed based on the research objectives and research questions. In this section, we explain the nature and directions of the relationship between dependent variable and independent variable. The last part is the formulation of hypothesis to test the validity of the theory formulated.

2.1 Review of the Literature

2.1.1 Purchase intention

According to Richard, Loury & David (2013), purchase intention defined as the possibility and willingness of consumer to purchase a particular good or service in future. Laroche et al. (1996) define purchase intention is the

individual's intention to purchase a particular brand they have chosen after certain evaluation. There are few researchers found out consumer's purchase intention is based on their past experience, their preference toward the product as well as the external environment to collect information, evaluate alternative, and make purchase decision. (Dodds et al., 1991; Schiffman & Kanuk, 2000; Yang, 2009). Besides, according to Dodds (1991) and Schiffman & Kanuk (2000) when consumers have higher willingness to purchase a product they will have a higher purchase intention. Furthermore, purchase intention also refers to consumer's intention to repurchase or purchase (Wand & Tadisina, 2008; Philip et al., 2002).

Higher brand image will lead to higher purchase intentions (Wang, 2006). In purchasing apparel products, brand image is crucial because it impacts consumers' preference and intentions to purchase. It also has direct impact on consumers' willingness to pay high price and recommend the particular brand to others. According to Chang and Albert (1994), marketers often uses product price and features as the main variable to influence their consumers' product evaluations and purchase intentions. Every product have its own price range, if the actual price exceed the acceptable price range, consumer's purchase intention tend to reduce. Besides, social influence also plays a significant role in consumer's purchase intention. Ibrahim, Kassim, & Mohamood (2013) conclude that social influence has high impact in attracting young consumers to purchase smartphone. Consumers will collect brand information from various sources around them such as co-worker, friend and family and finally they will decide about their brand choice.

Furthermore, purchase intention is the common tools that used by marketers to predict the sales of existing goods and services (Armstrong, Morwitz & Kumer, 2000). Marketers are interested in understanding consumer's purchase intention, so that they are able to properly segment the market and as a source to their decision making. Thus, previous research has proof that there are

positive relationships between brand image, price, product feature and peer influence with purchase intention (Lin & Lin, 2007; Ibrahim, Kassim, & Mohamood, 2013)

2.1.2 Brand image

Generally, brand image means image of any particular product that set into the mind of consumers or anything that linked in the memory to a brand (Aaker, 1991). According to Kotler (2001), brand image also defined as a person's beliefs, ideas, and impression regarding to an object. According to Keller (1993) and Biel (1993), they both defined consumer's perceptions about a brand are reflected by the brand associations in their memory and they often connects the brand name with variety of attributes and associations. These associations can be characterized into strength, favorability and uniqueness of the brand. These brand associations help consumers to process information and create positive feelings of consumers towards the brand. It also differentiates the brand from its competitor, generate demand, and provide a basis for brand extensions (Aaker, 1991).

The brand associations held in consumer memory imply the impression toward a brand (Keller, 1993). These associations can be characterized into three aspects which include strength, favorability and uniqueness of the brand. In the brand associations, strength indicates consumer accessibility of relative brand information and the consistency of the information over time. Favorability of brand association means the desire of consumers towards a brand. It depends on how the product and supporting market program able to successfully capture the purchase intention and delivered information to their consumers. Uniqueness of brand association is the overall mind reflection and

belief of consumers toward a particular brand with its unique qualities such as design, packaging, color, texture and other abstract dimension (Mulugeta, 2012) which not possessed by other competing brand (Lee and Wu, 2011).

Consumer demands as the key factor in specific products as well as the basis of product design and further proposed three dimensions for brand image which are functional, symbol, and experience benefits (Park et al, 1991). Functional benefits mean the intrinsic advantages received by consumers while using the product or services. It is corresponding to product-related attributes that satisfy the consumers' basic needs (Keller, 1993) such as physiological and safety needs.

Symbol benefits are more on extrinsic advantages that bring to the consumer while owning the brand. They closely regarding to non-product related attributes and relate to fundamental needs for social acceptance or self-expression and outer directed self-esteem. Consumer might value the brand in term of the prestige, fashionable or stylish. For example, among the smartphone brand, Apple has a higher brand image in consumer mind. Consumer always associate Apple with outstanding quality, trustworthy, prestige, stylishness and elegant. Apple brand users often connect the brand with higher symbolic association (Salciuviene, Ghauri and De Mattos, 2009) such as increase their status and individual self-image. In fact, some of the Apple users might think that they have higher status than consumers who are using other brands.

Experimental benefits are the inner experience that consumer gain when using the product and correspond to product-related that brings subjective satisfaction to consumers. These benefits satisfy experiential needs such as

sensory pleasure, variety, and cognitive stimulation (Keller, 1993). A strong brand image can lead to higher level of satisfaction and increase consumer confidence to purchase it (Laroche, Kim and Zhou, 1996).

Thus, according to Richardson, Dick & Jain (1994) brand image is often used as an external factor for purchase decision making. According to Hyun & Kim (2011), consumers willing to pay premium price for the brand because they think that the brand is unique compare to other brand (Lee, Lee and Wu, 2009). Brand image helps consumers to decide which brand gives them more value. Eze, Tan and Yeo (2012) conclude that consumers will always go for brand that has better image rather than those with lower brand image. It is because consumers perceive that product with good brand image have provides better quality. A successful brand image increases the likelihood of consumer purchase intention toward a brand and helping consumers in recognizing their needs and satisfaction (Hsieh, Pan, and Setiono, 2004).

2.1.3 Pricing

Pricing is an inevitable factor in determining a product or service's relative price. Price is the amount of money charged for a product or service. Broadly, price is the total amount being exchanged by the customer to obtain a benefit of the product or service owning (Philip Kotler, 2011).

Price is the total amount of monetary terms that customers are willing to give in exchange for a particular product or service. Besides that, according to Stanton (1992), price is the amount of money or goods needed to acquire some combination of other goods and its accompanying services." Price is the element of the marketing mix that is stable in certain period but at one moment the price might increase or decrease and price becomes the single element that generates revenue from the selling. Although price is an element of the marketing mix that is stable, however price is also subject to fluctuation. Moreover, Stanton defines that price is an element present in the marketing mix that solely affects the income from the product at certain time periods. This leads to a scenario where higher prices are imposed on products and consumers are willing to purchase them. Some of them prefer high quality products and willing to pay high price for it but some of them are not (Monroe, 2003). On the contrary, not at all time products are priced at a premium and higher price. According to Lynn Albright, the vice president of Old Navy, states higher prices won't be needed if costs can be lowered. According to Raghuram Iyengar from The Wharton School, he states that Apple iTunes can raise profits not by raising their prices, but by lowering them.

Pricing a product and dual effect, meaning it is both advantageous at the same time disadvantageous, depending on the type of products and how it is typed. The main two types of pricing is low pricing and high or premium pricing. Higher pricing positively affects purchase decisions of consumers (Erickson and Johansson 1985). The research concludes that when the product is high priced, it directly influences and stimulates a purchase intention. (Tellis and Gaeth, 1990) and (Bloch & Black, 1988) journal article further enhances this statement. Based on these researches, when the product is high priced, it has a positive effect on the product purchase. A real life current example would be Rolls Royce and Aston Martin. Although high priced, it leaves a luxury and rich perception in the minds of consumers; thereby causing a positive effect on its demand. This mainly caused by the perception that a higher priced product has a higher quality.

On the other hand, there has also been a study that proves high-priced imposed on products leads to a detrimental effect. The high-priced implies a negative effect on the products purchase intention. According to Dickson and Sawyer (1990), 'what is clear is that shoppers are very heterogeneous in terms of their attention and reaction to price and promotions. This literally means that products that have the same functionally and that are not differentiated will tend to have a negative effect when it is high priced. In general, these products mostly compete on cost-leadership strategy, whereby each company will try to manufacture the goods with the least cost as possible.

2.1.4 Product features

Product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler, Philip, Armstrong, and Gary, 2007). Smartphone is an electronic product that providing ease of use with variety of function. Feature is an attribute of a product to meet the satisfaction level of consumers' needs and wants, through owning of the product, usage, and utilization of a product (Kotler, Philip, Armstrong, and Gary, 2007).

Feature can be define like touchscreen feature, camera functionality, WiFi , High- resolution display, new design, waterproof and shockproof, LTE or 4G speed internet connection. Besides that, smartphone feature such as application installation, high gigabytes of storage, large-screen and powerful processor (Oulasvirta, 2011). On the other hand, the same researcher found that complex functionality of software like operating system and high specification of camera megapixel are more attachment to it. According to Meirovich & Bahnan (2008), new attractive product features will finally satisfy consumers as a foundation. Therefore, a feature of smartphone will influence the young female consumers choice towards smartphone brands and based on the features consumes will differentiate which smartphone brands will be the origin they made the choice. According to Dziwornu (2013), the factors of influence consumers purchase decision of mobile phone, special feature and design is one of the main elements that cause the results.

Product features have the similar meaning of the physical characteristic, function, technical characteristic, and extended attributes of product to satisfy people's variety of needs (Isiklar and Buyukozkan, 2007). Product features

has the positive impact with purchase intention by providing different feature and function build different satisfaction in consumers heart. Product features can be divided into hardware and software. Hardware is the product that can be touch or use physically and it is visible. Software is the Operating System (OS), Operating system is the program to run the computer, smartphone or electronic device. There are few OS in the market which is Android, iOS is from Apple, and Windows is from Microsoft, Blackberry, Symbian (Russell, 2012). Consumer who purchases smartphone based on design as the important factors for device specification that contain 56% exclude the functionality of WiFi, price, processor power and others (Osman, 2012). Based on the same research of Osman (2012), customer decides choices will rely on the design and it was the most important factors for making the choices.

According to Osman (2012), consumer will purchase a smartphone not only based on the hardware functionality while will software is the main factors that influence consumers to buy a smartphone or brand. In the research, 33% of consumers purchase based on the software while another 17.6% of consumer purchase based on hardware. Based on a research firm, Google Android own the global market share of 78% in mobile operating system, while Apple iOS owned only 18%, Microsoft Windows phone 8 owns only 2.5% of market share, Blackberry owned 0.5% and others is only 0.6% (International Data Corporation, 2014). This results shows consumer purchase a smartphone or brands based on the software is much higher than hardware.

A research finding shows the ranking of durability, performance and features which shows features is 85.8% that will influence the student's purchase of mobile phones behavior (Vida, Cosmos, & Samuel, 2013). According to Karen Lim Lay-Yee (2013), product feature is the factors that concern by

smartphone users which they study the new function and new innovative of
functionality for hardware and operating system.

2.1.5 Peer Influence

According to Schiffman and Kanuk (2007), the values and attitudes of a group that an individual treat as a benchmark to his or her current behavior is consider reference group. (Schiffman and Kanuk, 2007). Based on Bristol and Mangleburg (2005), reference group can be anyone who has direct interaction with an individual with values, attitude, and norms provided such as parents, co-workers and peers. Moreover, peer influence is defined as the degree which peers exert influence on the thoughts, attitudes and action of an individual. (Bristol and Mangleburg, 2005).

According to Bearden and Etzel (1982), there are three different type of social influence which is informational, utilitarian influence and value expressive. Informational influence is considered an individual improve his or her knowledge on the environment or the ability to suit with the environment. Additionally, Mangleburg (2004) explained informational influence includes observing how others perform or actively searching information from an expertise. If an individual receive the information and treat it as a fact in reality then he or her are more likely to make same decision as others (Mangleburg et al., 2004). Utilitarian influence is explained as an individual try to meet the expectation of others in order to receive prize or to prevent from punishment. Value expressive influence will influence a person when he or she wants to strengthen his or her ego (Bearden and Etzel 1982).

Mourali, Laroche and Pons (2005) found that individualistic orientation have a negative relationship with the utilitarian and value expressive influence, but it does not have significant relationship with information influence. Suggested

by psychological and consumer behavior literature, the relationship between self-esteem and affection to interpersonal influence is negative correlation (Mourali, Laroche and Pons, 2005)

According to Bearden and Etzel (1982), the degree of peer influence is vary on affect purchase decision of different products. His study was concerned with two dimensions. First is the degree of influence on luxury versus a necessity and the second dimension is concerned with the degree of influence on publicly or privately used product. Publicly luxuries products are not own by everyone and it is normally more apparently. These kinds of products are exclusive and tend to be more easily influence by peer group. On the other hand, privately necessity products are not exclusive and unable to be observing by public when it is used. This category of products is socially irrelevant and everyone can easily own the products, thus it is less likely to be impact by peers influence. The studies found out peer influence play an important role on publicly consumed luxuries than privately consumed necessities and privately consumed luxuries also attracted more peer influence than privately consumed necessities (Bearden and Etzel, 1982).

According to Farzana (2012), consumers are always influence by their social group in the decision making process and individual are more likely to seek the advice from those who are more expert in the area especially when purchase a high-involvement products. According to her research, in the purchasing smartphone process for generation Y, the social influence might come from peers (Farzana, 2012). Based on a research carried out by Osman (2012), 35.6% of 1814 Malaysian respondents think that the trend in society is the criteria that will influence on the smartphone purchase decision (Osman, 2012).

According to study by Lachance et al. (2003), compare to parental influence, peers have higher degree of influence toward a teenager in choosing a clothes brand (Lachance et al., 2003). From another research done by Yoh (2005), peers exert higher level of influence than parent in teenagers' athletic shoe purchasing (Yoh, 2005). Similarly, Subaramanian and Subramanian (1995) found peers have stronger influence on young adult in choosing fashion cloth (Subaramanian and Subramanian 1995).

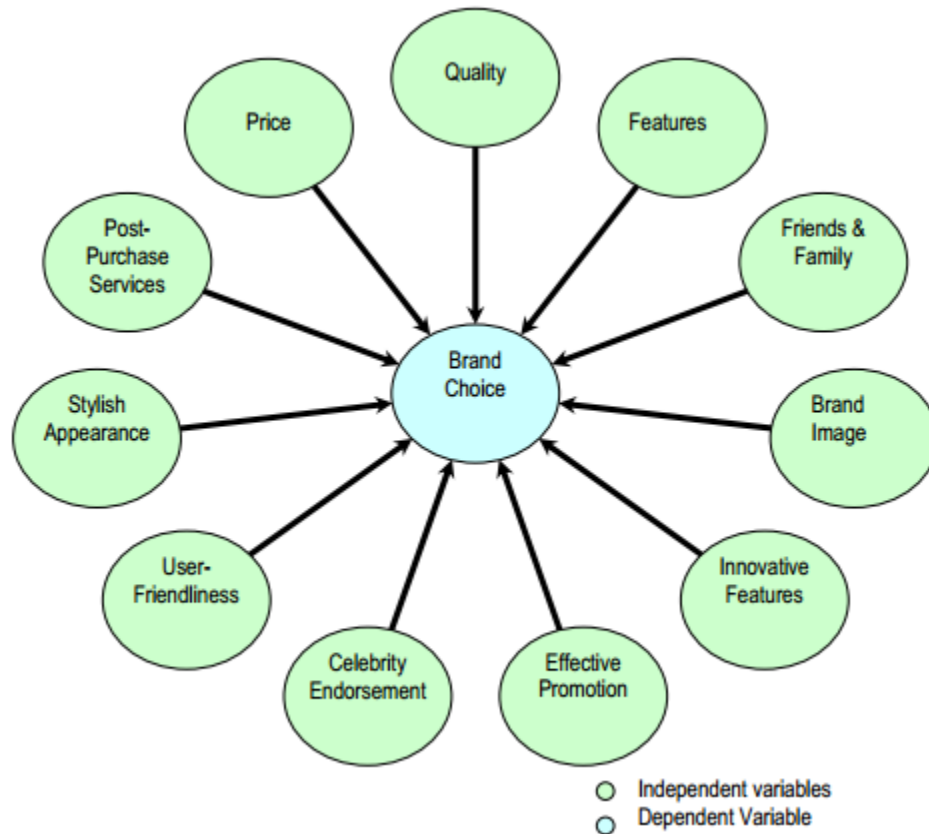
2.2 Review of Relevant Theoretical Models

This research is done by Shahzad & Sobia (2013) to investigate the factors that affecting youth brand choice for mobile phone purchase among private universities students of Peshawar. In this highly technology oriented society, the usage of mobile phones has increased worldwide especially among those young consumers. This group has become a significant interest for marketers as young consumers are currently the most appealing and attractive markets for firms to earn huge amount of investments.

According to Shahzad & Sobia (2013), brand choice defined as consumer preference towards a specific brand over its competitor's brand. Based on the research studied by Karjaluoto (2005), the researchers had studied that although consumers choice in smartphone is based on individual feelings, opinions and tastes, however, there other factors such as technical problems, brand, innovative, basic feature, price, reliability, product design and external influence that appear to have influence on mobile phone brand choices.

There are two variable been discussed, which are independent variable and dependent variable. Shahzad & Sobia (2013) has identified 11 factors that affecting the brand choice of youth towards mobile phone. The brand choice of youths is the dependent variable in the research. The 11 independent variables includes quality, features, friends & family, brand image, innovative features, effective promotion, celebrity endorsement, user-friendliness, stylish appearance, post-purchase services and price. The Figure 2.1 shows the theoretical framework of the study.

Figure 2.1: Theoretical Framework

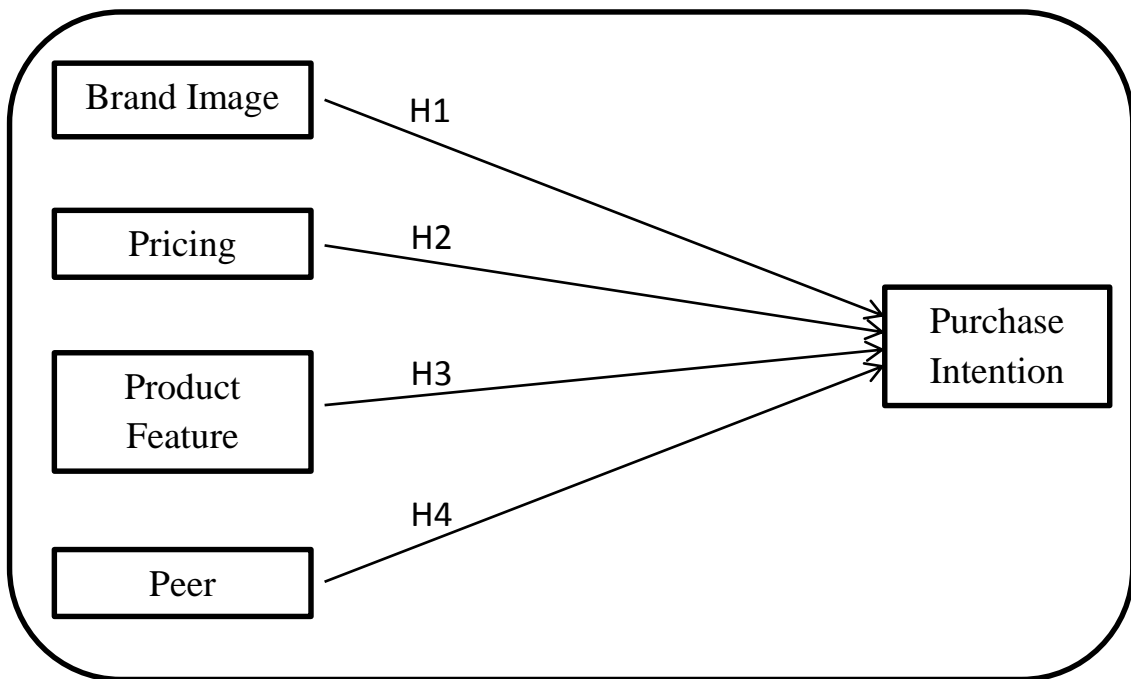


Adapted source: Shahzad, K., & Sobia, R. (2013). Investigating the factors affecting youth brand choice for mobile phones purchase – a study of private universities students of Peshawar. *Management & Marketing*, 8(2).

2.3 Conceptual Framework

Conceptual framework is formed based on the research objectives and research questions. It displays both dependent variable and independent variables. These variables are connected and linked to form a test on this study. Figure 2.2 is the conceptual framework that focuses on four dimensions that determines the purchase intention of customers towards smartphone brand. The four dimensions of independent variable include brand image, pricing, product features, and peer influence whereas the consumers purchase intention towards smartphone brand will be the dependent variable.

Figure 2.2: Conceptual Framework



Source: Developed for the research

2.4 Hypotheses development

2.4.1 The relationship between brand image and purchase intention towards smartphone brand

According to studies have made by Anosh, Naqvi and Ghulam (2014), brand image has significant and positive relationship with consumer's purchase intention towards smartphone in Dera Ghazi Khan, Pakistan. From the study, they have analyzed few important factors that influence the smartphone purchase decision such as brand image, brand perception, brand preference and brand loyalty. The Pearson correlation results shows brand image has the highest correlation value which is 0.754 of the smartphone. Most of the respondents indicated brand image is their main consideration when purchasing smartphone (Anosh, Naqvi & Ghulam, 2014). Shahzad and Sobia (2013), has investigating the factors affecting youth purchase decision towards smartphone. The research finding shows that brand image has positively impact on smartphone brand choice. Therefore the hypothesis developed as below:

H₁: There is significant relationship between brand image and the consumers purchase intention towards smartphone brand

2.4.2 The relationship between pricing and purchase intention towards smartphone brand

According to Juha Munnukka (2008), there is a strong positive relationship between the consumer's perception on price and their respective purchase. The perception on the price directly affects the purchase intention. Consumers perception of price refers to consumer's point of view whether the brand of a product is

‘underpriced’ or ‘overpriced’ .Mohammad Faryabi (2012) states that consumers respond strongly to price changes in the marketplace .Consumers are purchase intention is induced by the sales programmes such as sales promotions, couponing and price discounts. In addition, price is used as a main variable by marketers in order to influence purchase behavior of potential consumers (Albert R.Wildt, 1994).

H₁: There is significant relationship between pricing and the consumers purchase intention towards smartphone brand

2.4.3 The relationship between product features and purchase intention towards smartphone brand

According to Karen Lim Lay-Yee (2013), product feature has significant relationship with customer purchase decision on smartphone which the result shows correlation of 0.777 which is strongly support. Based on Shahrudin, Mansor, Hassan, Omar, & Harun (2011) research, their results shows the result of there is significant influence of special features towards purchase intention of motorcycle/scooter. New technical properties or new features will influence the intention to acquire new mobile phones (Liu, 2002). Besides that, special feature and design act as a main factors that influence consumers purchase decision towards mobile phone that supported by Dziwornu (2013).

H₁: There is significant relationship between product feature and the consumers purchase intention towards smartphone brand

2.4.4 The relationship between peer influence and purchase intention towards smartphone brand

According to Karen Lim Lay-Yee (2013), peer influence has significant relationship with the customer purchase decision and this factor is the second highest affecting students' dependency on smartphone among the others three variable which is brand image, product feature and price tested by Suki and Suki (2013). The findings of S. Franklin John (2013) conclude that peer influence effect on the buying behavior of the two-wheeler purchasers especially purchasers in the age group of 40-50 years are significantly get influenced by their peers. R Makgosa and K Mohube (2007) demonstrate publicly consume products such as sunglasses and shoes attracting more peer influence than privately and necessity products such as toothpaste.

H₁: There is significant relationship between peer influence and the consumers purchase intention towards smartphone brand

Chapter 3: Methodology

3.0 Introduction

This chapter focuses on the research methodology. Methodology here refers to the various methods and techniques used when this research is carried out. This chapter discusses and highlights on the methodology which is used to analyze the data collected, how the research is carried out. In this chapter, proper research procedures are indeed followed. This chapter encompasses several sub-sections such as research design, data collection method, sampling design, operational constructs, measurement scales, and methods of data analysis to answer the main research questions.

3.1 Research Design

Research design is defined as a detailed plan for conducting a research study (Collis and Hussey, 2003). A research design is the clear objective derived from the research question, determination and statement of the general research approach or strategy adopted for the particular project. Quantitative research is numerical data that collecting from questionnaire and using numerical form such as graph or statistic. Quantitative research was implant in this research for the purpose of determine the variables that will affect the young female consumer's purchase intention on smartphone brand. Besides, it tests the hypothesis and quantifies data from questionnaire, bring the research question and literature review together. Descriptive study is described how the independent variable (brand image, pricing, product features and peer influence) influence the purchase intention of young female adult.

3.2 Data Collection Method

In this research, we have two types of information data collection which is primary data and secondary data. Primary data is the information obtained directly from the first hand sources which means survey, experimentation and observation. Those data is not been previously published in the website or anywhere and is a new or original data collected from the respondent such as sources from marketing survey. Secondary data have three main types which is documentary, survey and multiple sources, documentary secondary data is important for the research study in written material which is collect published information for the purpose of support the research study as a reference such as book, journal, magazines articles and newspaper. In our research, primary data collected through distribute questionnaire through survey form or online distribute while in the research study we use book, journal and magazines article as our written secondary data references.

3.2.1 Primary Data Collection

In our research study, questionnaire survey method is the primary data collection method as the main sources of information. We will distribute 200 copies of questionnaire through online method or distribute survey form randomly to completed by young female adults who between age 15-29 in Klang Valley area that we have been chosen. This method will ease us in the final stage of data coding, data analysis and data interpretation by making the process simply and simple. This kind of data collection method that chosen to be use because of reliability, simplexes, direct response, easy to achieve and using multiple choice questions can reduce the possibility of uncertainty in results.

3.2.2 Secondary Data Collection

Secondary data is collected through internet online such as Online Journal and Articles. The ease of accessibility and reliability, our research is utilize with Google as the main search engine and tool to collect the secondary data through Google Scholar, and Library OPAC provided by University Tunku Abdul Rahman. The fully utilize of the relative online source, we are able to complete the research and access to relative online journals and articles to strengthen our research result by this journals supports.

3.3 Sampling Design

Sampling is the selecting a portion from the target population to represent the population to accomplish the survey. The objective of the sampling design is to know the characteristic of the population. The sampling design is specified on the population frame, sample size, sample selection, and estimation method.

3.3.1 Target Population

Target population is the group of individual that carries almost the same characteristics. The young female adult between ages 15 - 29 are the target population for this research as our respondent.

3.3.2 Sampling Frame and Sampling Location

The sampling frame for this research study is focused on females only. Sampling frame for this research is young female adults who purchase and use smartphone in their daily life. The sampling frame includes female consumers who are college students as well as working adult women with disposable

income. The sampling location is around Klang Valley, including Kuala Lumpur and Sungai Long (Kajang) area.

3.3.3 Sampling Element

Sampling elements is the single unit of the target population which information will be obtained. In this research, researchers choose individual candidate as respondents to answer the questions. The respondents in this research are those young female from age 15 to 29 who stays in Klang Valley.

3.3.4 Sampling Technique

Sampling Technique based on the method of probability or non-probability sampling. Probability sampling methods is choosing sampling on random or chance selection from the target population. Non-probability method is the probability of each case being selected from the population is not known; in our research, non-probability method is preferred because it is convenience and sample could be chosen from many ways. Under non-probability sampling technique, one of the sampling method been used in the research is convenience sampling. Convenience sampling is used when the researcher is familiar with the respondents. Therefore, UTAR students were chosen as one of the groups of respondents for the research due to the availability and familiarity to the researcher.

Besides, under non-probability sampling technique, purposive sampling also been used in the research. Purposive sampling is used to access a particular subset of people. In the research, researcher have access to the young female adult whose age 15 to 29. Therefore, those people who do not fit the

requirement of the research are rejected. For instance, male respondent and female respondent whose age are less than 15 and beyond 29.

200 copies of questionnaires were distributed to the chosen target sampling at age of 15-29. The incomplete questionnaire was eliminated. There were a total of 179 of sample size after the collection and combine of questionnaire from online questionnaire and paper survey form. The sampling will not be duplicated or survey done by the same person so that the quality of data can be more accurate and results are reliable. To get easy calculating sampling error and know each sample probability for the result, simple random sampling is the most suitable method.

3.3.5 Sampling Size

The target population of young adult is surveyed by 200 questionnaires that distributed randomly in Klang Valley. An adequate pilot test of 30 questionnaires will be conducted as the reliability test before the formal survey. The purpose of pilot test is to examine the validity and accuracy of the questionnaire. After the collection of questionnaire, there are 21 of questionnaires is fault replied, blank and missing by respondent, so our sample size is decrease to 179.

3.4 Research Instrument

The research instrument involved questionnaire design, pilot test result, and construct measurement that discuss about the instrument have been used to measure the behavior.

3.4.1 Questionnaire Design

Questionnaire is a tool that used for collect and record information from respondent about specific issue. Questionnaire often used to gather direct information regarding to respondent's behavior or search for basic opinion of a group of respondent regarding a specific issue. Furthermore, it is quite easier to use questionnaire when the sample size is large and save cost of the research. Besides, it also allows researchers to reach respondents who are spread across wide geographical area. In order to collect useful and informative data from the respondent, the questionnaire was designed with thought and effort. The self-administered questionnaire had used by the researchers for collecting data. In the self-administered questionnaire, respondents are required to complete the questionnaire on their own on paper or via Internet without the aid of researchers (Self-administered questionnaire, n.d.).

Basically, only 2 types of questions will be asked in the questionnaire, open-ended and closed-ended. The questions where the researchers do not provide the respondent with a set of answer to choose are called open-ended questions. Instead, the respondent is required to answer the question in their own words, which will provide the researchers qualitative data. Meanwhile, closed-ended question provides researchers quantitative data. In the questionnaire, the researchers provide a list of answer for respondent from which to choose

(Sociological Research Skills, n.d.). In this research closed-ended question are used in the questionnaire. The purpose of using this type of questions is because it is much easier to answer. Respondent only need to choose the answer given in the questionnaire and it required less time to complete.

The questionnaire consists of 3 main sections. Section A has 7 questions surveying about the general information of the respondent. The questions ask about the gender, age, current status, involvement in purchasing smartphone, current smartphone's brand, preferred smartphone brand and the money their spent on purchase smartphone. In Section B, there are 26 questions that surveying respondents on the factors that influence their purchase intention towards smartphone brand. It is divided into 4 parts which is brand image, price, product feature, peer influence. Lastly, Section C consists of 5 questions that surveying respondent on their purchase intention towards smartphone brand which is the dependent variable of the research.

3.4.2 Pilot test

Pilot test was carried out before an actual survey is conducted. Purpose of pilot test is to test the reliability of each attributes, detect weaknesses and discover any errors occur in the questionnaire. Besides, it is also important to make sure that all the wording and phrases are clear and can be easily understood by respondent without the aid of researchers. The pilot test is distributed to selected female respondents which are from Klang Valley. The researcher carries out a pilot test where 30 sets of survey questionnaire were given to the respondent. The respondents' feedbacks about the grammar mistakes and error in sentences are collected for improvement purposes. The table 3.1 shows the result from 30 respondents in pilot testing.

Table 3.1 Pilot Test

Construct	Cronbach's Alpha	Number of Items
Brand Image	.826	6
Pricing	.863	6
Product Feature	.623	8
Peer Influence	.879	6
Purchase Intention	.702	5

Source: Developed for research

3.5 Constructs Measurement

According to Cavana (2001), there are 4 types of constructs measurement. There are interval scale, nominal scale, ordinal scale and ratio. This research has used interval, nominal and ordinal scale to measure behavior. In Section A, researchers used nominal scale and ordinal scale, while in Section B and Section C researchers used Interval Scale.

3.5.1 Interval Scale

Interval scale often practiced by researchers in measuring the subjective characteristics of respondents. In this research, respondent were asked about their intention to purchasing smartphone brand in relation to brand image, pricing, product feature and peer influence. Interval scale benefits the researchers by allows them to arrange the objects in a specified order and measure the distance between the differences in response ratings.

Likert scale is an ordered, one dimensional scale from which respondents chooses one option that best aligns with their view (Rocco Moliterni, 2008). Usually, it consists of five options and each question is a statement. The respondent may agree or disagree to the statements and the scoring are in numbers such as 1 represent Strongly Disagree; 2 represent Disagree; 3 represent Neutral; 4 represent Agree and 5 represent Strongly Agree. Likert scale was used in Section B of the questionnaire to measure the respondent opinion.

Table 3.2: Likert Scale

Measurement	Numerical
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

3.5.2 Nominal Scale

According to Kinnear (1993), nominal scales were used for identification purposes because they have no numeric value. Besides, it also does not contain any quantitative information and no ordering regarding to the variables (Hair et al, 2007). For example, in Section A, respondent were asked about their gender – Male or Female.

Table 3.3: Example of Nominal Scale

Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female

3.5.3 Ordinal Scale

Ordinal scale is the scale that arranges objects based on magnitude in an ordered relationship since there is no different measurement. Ordinary Scale is used to measure Age and Personal Spending Monthly.

Table 3.4: Example of Ordinary Scale

Age :
<input type="checkbox"/> 15-19
<input type="checkbox"/> 20-24
<input type="checkbox"/> 25-29

Table 3.5 Origin of construct

Variables	Issue	Description	References
Brand Image	1	Brand image increase my social status.	Tee, Behrooz & Benjamin, 2013.
	2	Brand image is an attraction for me to purchase a smartphone.	Tee, Behrooz & Benjamin, 2013.
	3	I will consider the brand image when buying smartphone with higher price.	Tee, Behrooz & Benjamin, 2013.
	4	I will make my purchase according to my favorite's smartphone brand, regardless of the price.	Rio,Vazquez, & Iglesias 2001.
	5	Smartphone's brand name is my priority when making a purchase decision.	Tee, Behrooz & Benjamin, 2013.
	6	I will consider the reputation of smartphone brand before purchasing.	Tee, Behrooz & Benjamin, 2013.
Pricing	1	Price is an important factor when purchasing smartphone.	Sinhaa & Batrab, 1999

	2	I compare prices of other Smartphone's brands and store brands before I choose one.	Grewal, Krishanan, Baker & Borin, 1998
	3	I buy Smartphone because they are worth to used regarding between with their price & usage quality.	Sinhaa & Batrab, 1999
	4	I am willing to buy Smartphone even though the price is higher.	Cheong and Park, 2005
	5	I am uncertain which Smartphone's brands provide real value for money in terms of product quality.	Richardson, Jain, & Dick, 1996
	6	The cheapness of some Smartphone's brand suggests to me that they may have some risks, such as low quality	Steiner, 2004
Product feature	1	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.	Jainarain, 2013
	2	If two smartphone's had the same features I would choose the Smartphone that is the current craze from the Brand point of view.	Jainarain, 2013
	3	If a smartphone designer changes the user interface completely, I would welcome the change of Brand.	Jainarain, 2013
	4	The quality, reliability of the product doesn't matter to me, what matters are that the Brand is the current craze. (Everyone wants one)	Jainarain, 2013
	5	I would rather choose a Smartphone brand that has a superior camera over one that is fast and responsive.	Jainarain, 2013
	6	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.	Jainarain, 2013
	7	I would rather choose a Smartphone brand that is known to integrate easily with all PC operating System.	Jainarain, 2013

	8	I would rather choose a smartphone brand that is easy to use, thereby allowing me to perform task faster.	Jainarain, 2013
Peer influence	1	I like to know what smartphone makes good impressions on my friends.	Sang Yup Lee, 2013
	2	It is important that my friends like the brand of smartphone I'm using.	Sang Yup Lee, 2013
	3	I achieve a sense of belonging by purchasing the same smartphone that my friends purchase.	Sang Yup Lee, 2013
	4	If I want to be like someone. I try to buy the same smartphone that they buy.	Sang Yup Lee, 2013
	5	I identify with my friends by purchasing the same smartphone they purchase.	Sang Yup Lee, 2013
	6	I will ask the opinion from my friends when buying a smartphone.	Sang Yup Lee, 2013
Purchase Intention	1	I intend to buy a smartphone in near future.	Ling, 2011
	2	I will consider the brand of the smartphone before I purchase it.	Rio,Vazquez & Iglesias, 2001
	3	I will recommend my friend to buy smartphone.	Ching Fu & Yu Ying, 2008
	4	I search for information about smartphone from time to time.	Tom & Kristin, 2005
	5	I always talk about smartphone with my friends.	Hyuk Jun & Margaret, 2008

3.6 Data Processing

According to Malhotra (2010), data processing refer to the process that guided by preliminary plan of data analysis which come from the data analysis. In this research, data processing consists of few steps, questionnaire checking, data editing, data coding, data transcribing and data cleaning.

3.6.1 Questionnaire checking

In this process, researchers will ensure the completeness and quality of the research by eliminating those unacceptable questionnaires. This step must be taken after the questionnaire is done. During the pilot test, any error that detected such as confused question and grammar mistakes will be correct and modify before the actual survey was distributed.

3.6.2 Data Editing

Data editing refer to a process that will increase the precision and accuracy of the questionnaire. Researchers require identifying the incomplete, inconsistent or ambiguous responses (Malhotra, 2010). The process is done to minimize the number of error occur in the survey (Stinson & Fisher, 1996). The data editing provides treatment for those unsatisfactory responses such as assigned missing value and eliminated error record in the return to obtain better and accurate information.

3.6.3 Data Coding

Data coding is refer to assigning a code to represent each answer in the questionnaire (Maholtra, 2012). The data coding can be categorize in numerical numbers or any other characters. For example, 1 represent strongly disagree; 2 represent disagree; 3 represent neutral; 4 represent agree and 5 represent strongly agree. Data coding is used for the purpose to minimize the chance of errors and increase the reliability of data.

3.6.4 Data Transcribing

According to Maholtra (2010), data transcribing is the process of transferring coded data from the survey questionnaire into the computer. After the collected data was transferred into the computer, Statistical Project of Social Science 21 (SPSS) software was run to obtain results.

3.6.5 Data Cleaning

Data cleaning is a process of data checking runs by the computer (Malhotra et al. 2010). Statistical Project of Social Science 21 (SPSS) is computer software that runs data cleaning process to make a thorough and extensive checking towards the data collected. The purpose of data cleaning is to identify any unreliable data or exceeding value.

3.7 Data Analysis

Researchers have to analyze and summarize all the data collected from the research questionnaire to interpret the result. Statistical package for the Social Science 21 (SPSS 21) by International Business Machine (IBM) is a software tool to complete

the tasks. SPSS 21 process the data collect from the survey, increase the result in structure method and solve issues. SPSS 21 are giving prompt and effective data management, offer better outcome and giving broad range of choices for researchers to analyze quantitative data. On the other hand, SPSS 21 helps researchers in calculations of data, saving their times in working, prevent of making certain mistake that happen during the process.

3.7.1 Reliability Analysis

Reliability Analysis is the calculation of measures scale reliability (IBM). Reliability is help researchers to understand and study the measurement scales properties and items that assemble the scales (IBM, n.d.). In addition, it provides information about the connection between individual items in the scale.

Pilot test is a process to measure the reliability of the questionnaire before the actual distribution of questionnaire to the respondent. Thirty questionnaire samples was distribute through online by using online Google document survey questions, the questionnaire is just take around three to five minutes to complete for each respondents. Pilot test can determine the problem of the questionnaire like the difficulties of understanding question by the respondent, observe the biased or ambiguous of respondent to the question and most important is to achieve to research objective.

3.7.2 Frequency Statistics

Frequency is a measure of how many times a particular data is repeated throughout an investigation study. Frequency statistics is a mathematical and

statistical measure of the ‘repetitiveness’ and how often the data obtained is similar or different.

Frequency statistics measures the centralization of data and the decentralization of data. Central tendency of data refers to the tendency of the data to occur similar to each other. It is a measure of the ‘closeness’ of the results obtained. Measures of central tendency include the mode, mean and median. On the other hand, there is a measure of variation. Measures of variation refer to the ‘degree of dispersion’ of the data that is obtained from the samples. Measures of dispersion consist of the range, variance and standard deviation. Frequency statistics helps represent the data obtained in graphical form. The graphical representation includes histograms, bar graphs, pie charts and frequency table. Frequency and percentages of each variable is calculated in order to tabulate the data into frequency distribution tables and into graphical representations. By converting the data into graphical representations, it is easier to compare and contrast the value obtained by each variable in the study. The graphical representations can be constructed and used to explained based on the readers intuition and constructive motivation.(Robert W.Jernigan, 2008)

3.7.3 Pearson Correlation Coefficient

Pearson’s correlation coefficient was used to examine the direction and strength of the relationship among the variable in this study. It ranges from value of -1 to +1. The higher the correlation coefficient indicated the stronger the relationship between the independent variables with the dependent variable. Positive one means a perfect linear relationship and negative one represent perfect negative relationship. Correlation coefficient that range from 0.2 to 0.3 indicated weak relationships, 0.4 to 0.6 shown moderate

relationships. The result of 0.6 and above showed a strong relationship. Result of zero means there is no relation between the variable.

The purpose of this report is to test the relationship between independent variable which is brand image, product feature, price and peer influence with consumer purchase intention. The outcome is important for smartphone industry to further understand the students' purchasing intention and also help them to improve their business strategies.

Pearson's correlation coefficient was used when the variables were measured using interval or ratio scales. In this study, both dependent and independent variables were measured in likert scale method that is an interval scale.

3.7.4 Multiple Linear Regressions

Multiple linear regressions were used in this research to model the impact of the 4 variable has on purchase intention of young female adults towards smartphone brand. The Multiple Linear Regressions uses four independent variables (Brand Image, Pricing, Product Feature and Peer Influence) to predict the relationship with dependent variable (Purchase Intention) whether the 4 variable able to explain the variance in confidence level.

The model for multiple regression analysis as below:

Y is equal to $a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$

a (Alpha) is the regression constant

X is the independent variable

β (Beta coefficient) is the Coefficient that describes the size of the effect the independent variable are having on dependent variable.

Chapter 4: Data Analysis

4.0 Introduction

This chapter mainly focuses on data analysis. The findings and the data obtained are calculated statistically, and the findings are recorded into table form. In addition, in order to make the representation of data easier to be understood, the findings are illustrated graphically. The graphical representations of the data include pie chart and bar graphs. The data is further analyzed using various statistical measures such as Cronbach's Alpha, Pearson Correlation Analysis and also Multiple Regression.

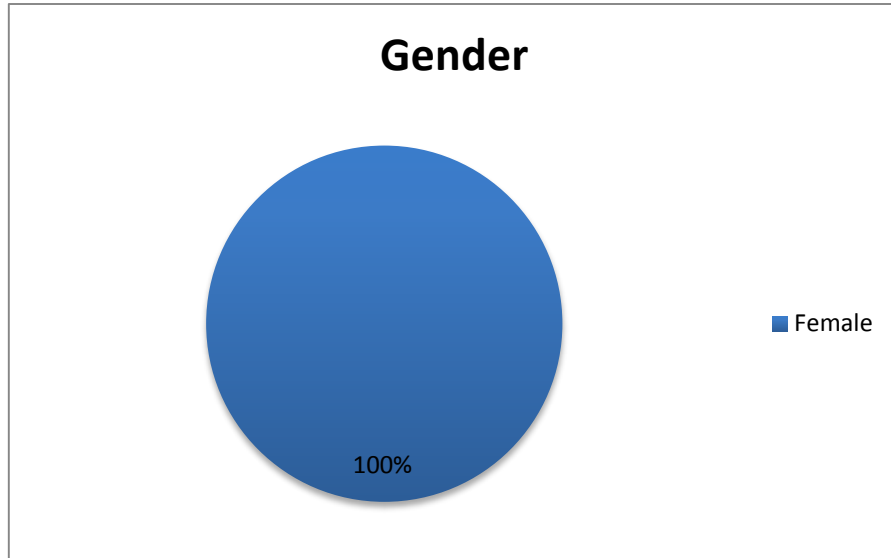
4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

The researchers have distributed 200 sets of survey questionnaire to the respondent. There are 21 sets of questionnaire is fault replied, blank and missing by respondent. However, researchers utilized the remaining 179 sets of survey questionnaire to make data analysis.

4.1.1.1 Gender

Figure 4.1: What is your Gender?



Source: Developed for the research

Table 4.1: What is your Gender?

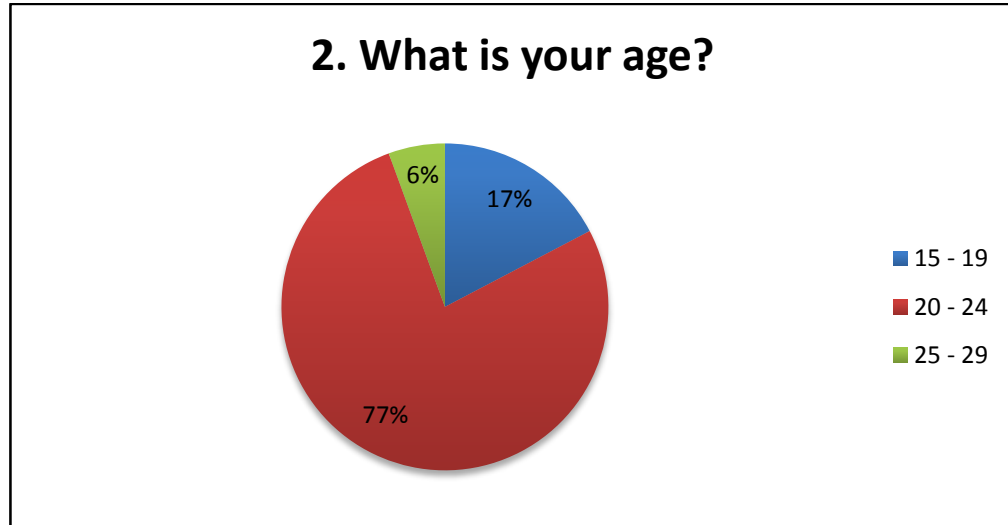
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	179	100.0	100.0	100.0

Source: Developed for the research

Figure 4.1 and Table 4.1 present the gender of the respondents. There is a total of 179 respondents who participated in the survey. Since this research studies about female purchase intention towards smartphone brand, therefore no male respondents are made involved in this survey. Based on the result, all respondents are female which represents 100 percent of the total respondents.

4.1.1.2 Age

Figure 4.2 What is your age?



Source: Developed for the research

Table 4.2 What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 - 19	31	17.3	17.3	17.3
20 - 24	138	77.1	77.1	94.4
25 - 29	10	5.6	5.6	100.0
Total	179	100.0	100.0	

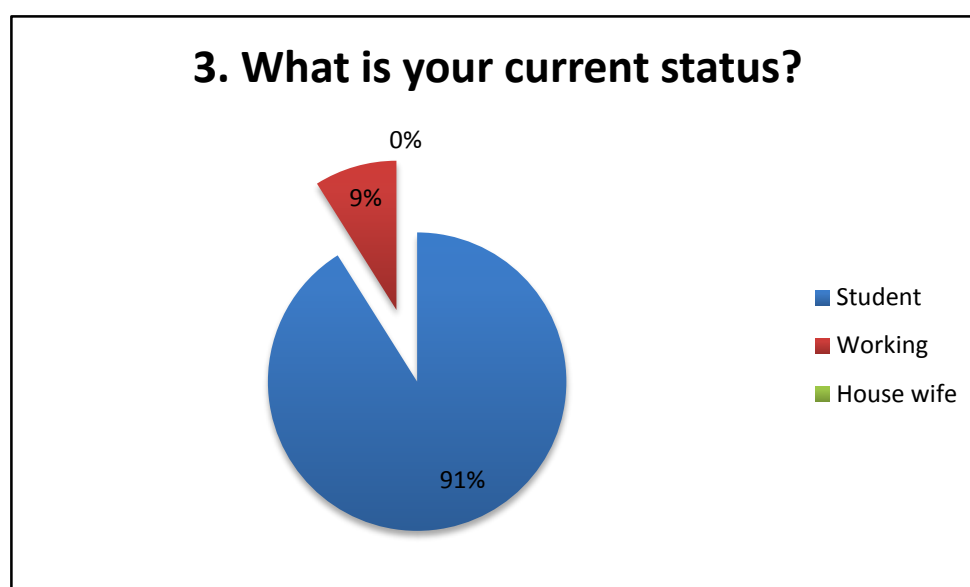
Source: Developed for the research

As illustrated in Table 4.2, respondents' age group is categorized under four different groups. The first group is from age 15 to age 19, which are 31 respondents or 17.3% of the total respondents. The next category is between the age of 20 to age 24, with a total of 138 numbers of respondents or 77.1%

of total respondents. The last group of age range is 25 to 29, which recorded a total of 10 respondents or 5.6% of total respondents.

4.1.1.3 Current Status

Figure 4.3 What is your current status?



Source: Developed for the research

Table 4.3 What is your current status?

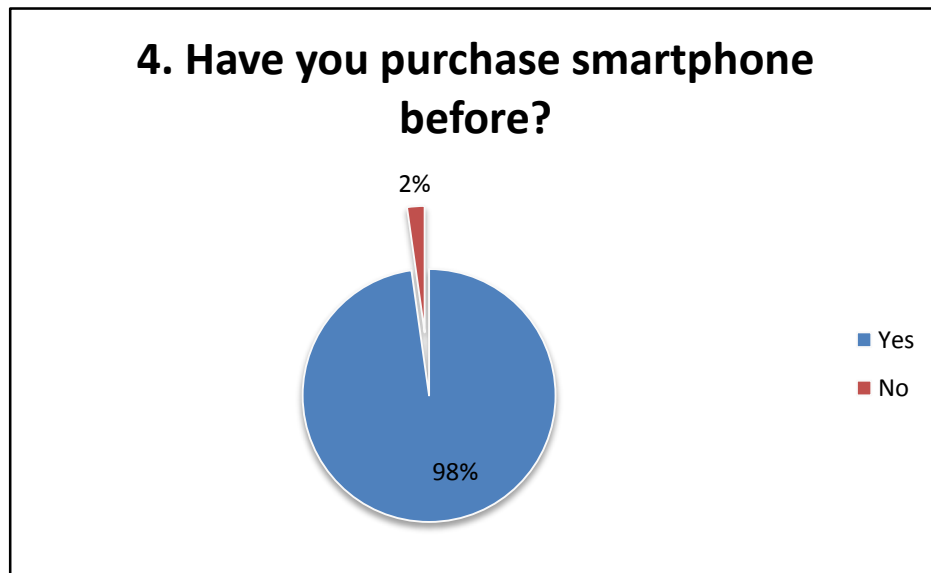
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	163	91.1	91.1	91.1
Valid Working	16	8.9	8.9	100.0
Total	179	100.0	100.0	

Source: Developed for the research

Table 4.3 shows the respondents' current statuses that are categorized into three different statuses which is Student, Working and Housewife. Out of the total sample of 179, 163 respondents or 91.1% of the total respondents are students. While respondents who fall into the "Working" category is 8.9% of the total is 16 respondents. On the contrary, there are 0 housewife detected in the total respondents that we targeted. This is due to the random sampling distribution of questionnaire.

4.1.1.4 Have you purchase smartphone before?

Figure 4.4 Have you purchase smartphone before?



Source: Developed for the research

Table 4.4 Have you purchase smartphone before?

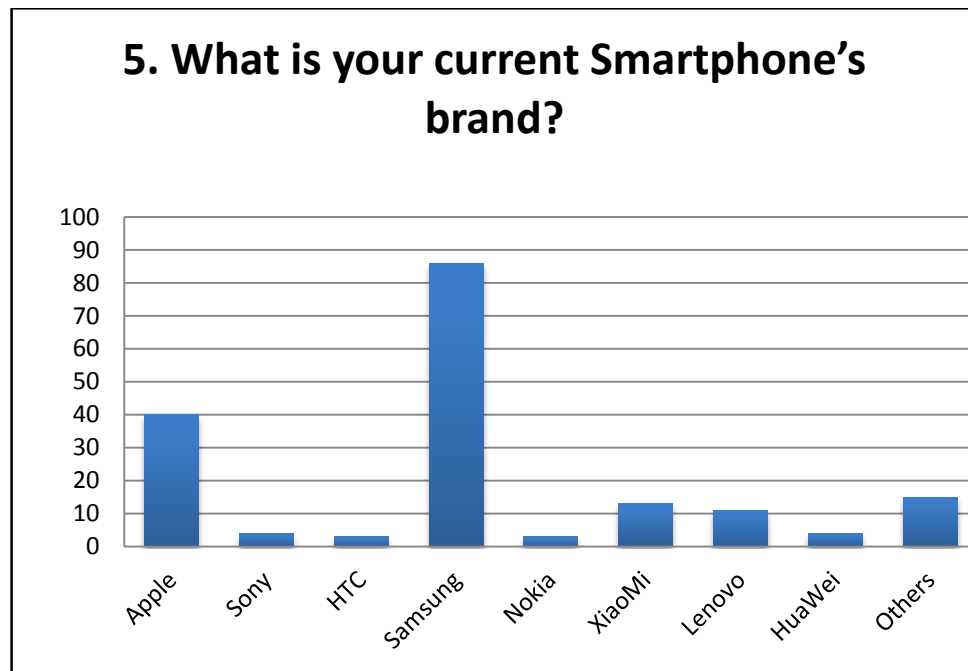
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	175	97.8	97.8	97.8
No	4	2.2	2.2	100.0
Total	179	100.0	100.0	

Source: Developed for the research

Figure 4.4 and Table 4.4 shows the respondents respond on whether they have purchased a smartphone before. From the pie chart itself, it is very clear that majority of the respondents who answered the survey are not ‘first time’ smartphone buyers. A total of 175 respondents have purchased smartphone previously, which represents a total of 97.8 percentages from the total 100 percent. Those who have not purchased a smartphone, literally meaning they are not smartphone users consist of only four respondents. As shown in the table 4.4, respondents falling under this category only sum up to 2.2 percent of the total.

4.1.1.5 What is your current Smartphone’s brand?

Figure 4.5 What is your current Smartphone’s brand?



Source: Developed for the research

Table 4.5 What is your current Smartphone's brand?

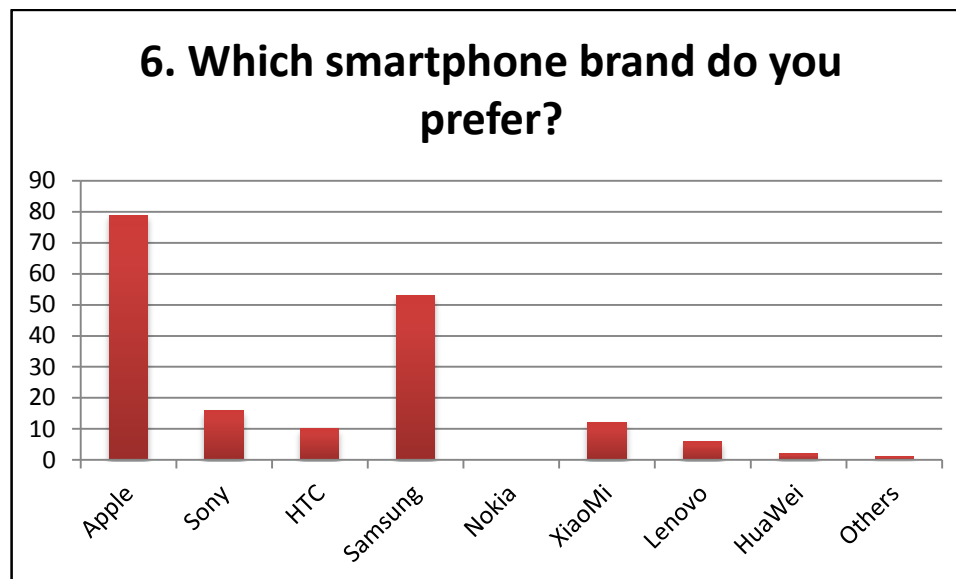
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Apple	40	22.3	22.3	22.3
Sony	15	8.4	8.4	30.7
HTC	3	1.7	1.7	32.4
Samsung	86	48.0	48.0	80.4
Nokia	3	1.7	1.7	82.1
XiaoMi	13	7.3	7.3	89.4
Lenovo	11	6.1	6.1	95.5
Hua Wei	4	2.2	2.2	97.8
Others	4	2.2	2.2	100.0
Total	179	100.0	100.0	

Source: Developed for the research

Figure 4.5 and Table 4.5 has shown eight different smartphone brands that respondents are using currently. The Smartphone brand includes Apple, Sony, HTC, Samsung, Nokia, XiaoMi, Lenovo and HuaWei. According to the result obtained, majority of the Smartphone user are using Samsung brand. There are 48 percent of the respondents using Samsung as their current Smartphone, which is 86 out of the 179 frequencies. The second Smartphone brand that uses by most of the respondents is Apple which has 40 frequencies that stand 22.3 percent of the total respond. Next, third highest brand that is owned by most of the respondent is Sony with 15 frequencies that stand 8.4 percent. Followed by XiaoMi, Lenovo and HuaWei that gain 7.3 percent, 6.1 percent and 2.2 percent respectively. HTC and Nokia have the least frequencies among the other brands. Both of these brands have only 3 frequencies that stand for 1.7 percent out of the total percentage. For respondents who answered Smartphone brand other than the brand provided, is categorized under “Others”. There are 4 frequencies under the “Others” categories which have 2.2 percent to the total responds.

4.1.1.6 Which smartphone brand do you prefer?

Figure 4.6 Which smartphone brand do you prefer?



Source: Developed for the research

Table 4.6 Which smartphone brand do you prefer?

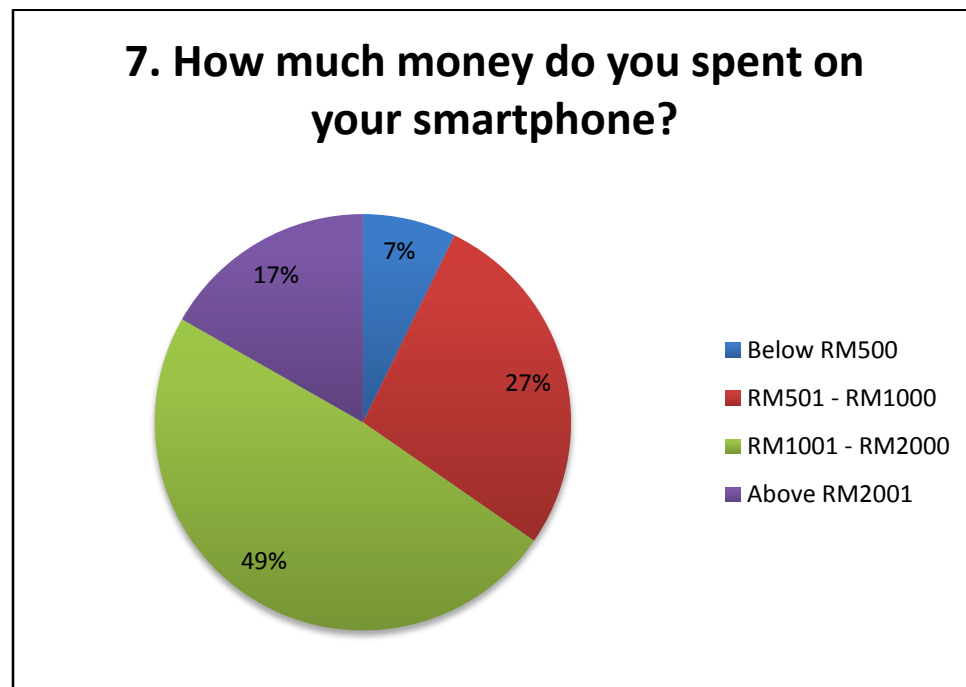
	Frequency	Percent	Valid Percent	Cumulative Percent
Apple	79	44.1	44.1	44.1
Sony	16	8.9	8.9	53.1
HTC	10	5.6	5.6	58.7
Samsung	53	29.6	29.6	88.3
Valid XiaoMi	12	6.7	6.7	95.0
Lenovo	6	3.4	3.4	98.3
Hua Wei	2	1.1	1.1	99.4
Others	1	0.6	0.6	100.0
Total	179	100.0	100.0	

Source: Developed for the research

As the result on Table 4.6 and Figure 4.6, shows which smartphone brand that the respondents prefer. Among the eight brands shown and others brand, Apple is the most preferred and desired brand which have the highest frequency of 79 from the total respondents with 44.1 percent. Samsung is the second preferred brand, which has 53 frequency out of the total respondents and 29.6 percent. Third is Sony, which has 16 frequency of the total respondents is 8.9 percent. The following is XiaoMi, HTC and Lenovo, which each of them having 6.7 percent, 5.6 percent and 3.4 percent. While Hua Wei and Nokia have the least frequency since these brands only have 2.2 percent and Nokia have none. Other brands carry 0.6 percent of the total, with 1 only frequency.

4.1.1.7 How much do you spent on your smartphone?

Figure 4.7 How much do you spent on your smartphone?



Source: Developed for the research

Table 4.7 How much money do you spent on your smartphone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Below RM500	13	7.3	7.3	7.3
RM501 - RM1000	49	27.4	27.4	34.6
Valid RM1001 - RM2000	87	48.6	48.6	83.2
RM2001 above	30	16.8	16.8	100.0
Total	179	100.0	100.0	

Source: Developed for the research

Referring to Table 4.7, the level of spending of the respondents is categorized into four groups. In the first category, there are 13 respondents or 7.3% of total respondents who level of spending is below RM500. The following category is whose spend RM501 - RM1000; there are a total of 49 respondents or 27.4% of the total respondents fall under this category. Next, the spending level from RM1001 - RM2000 score 87 respondents or 48.6% of total respondents. There are 30 respondents or 16.8% of the total respondents are fall under the last category which is the level of spending RM2001 and above.

4.1.2 Central Tendencies Measurement of Contrasts

Table 4.8 Descriptive Statistics on Variables

Variables	N	Mean	Std. Deviation	Ranking
Brand Image	179	3.3380	.70055	4
Pricing	179	3.5810	.66464	3
Product Feature	179	3.4818	.44562	1
Peer Influence	179	2.8203	.70433	5
Purchase Intention	179	3.4950	.59862	2

Source: Developed for the research

The Table 4.8 above shows descriptive statistics on brand image, pricing, product feature, peer influence and purchase intention. From the result above, pricing has the highest mean among the other variable with 3.5810. Followed by purchase intention, product feature and brand image which are 3.4950, 3.4818 and 3.3380 respectively. The peer influence has the lowest Mean in the 5 variables which is 2.8203. This indicated most respondents agreed that pricing play a significant role in affecting their purchase intention towards smartphone brand. In contrast, peer is least important factor in influencing consumers purchase intention towards smartphone brand.

The standard deviation for peer influence was the highest among the other factors, which is 0.70433. Next, the standard deviation for brand image, pricing and purchase intention are 0.70055, 0.66464 and 0.59862 respectively. The product feature has the lowest standard deviation which is 0.44562. This indicates that the values in the data collected from the respondent are close and similar to each other.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.9 Reliability Statistic for Actual Research

Variable	Cronbach's Alpha	N of Items
Brand Image	.810	6
Pricing	.784	6
Product Feature	.649	8
Peer Influence	.830	6
Purchase Intention	.643	5

Source: Developed for the research

As stated in the table 4.9 above, all Cronbach's Alphas were more than 0.6. According to the rules of Thumb for Cronbach's Alpha, the strength of association is considered poor when the Alpha Coefficient range is less than 0.6.

Strength of association is moderate when the Alpha Coefficient is range from 0.6 to 0.69 and the range from 0.7 to 0.79 is considered good strength of association. Furthermore, 0.8 to 0.89 will be in very good strength of association. Lastly, if the alpha coefficient range is more than or equal to 0.9, that represented excellent strength of association.

From table 4.9, the reliability statistics of peer influence has the highest alpha coefficient which is 0.830, follow by brand image with the reliability statistics

of 0.810 which both shown very good strength of association. Next, the reliability statistics of pricing are 0.784 which fall under good strength of association and lastly product feature have a moderate strength of association as we can see the Cronbach's Alphas is 0.649.

On the other hand, the Cronbach's alpha of purchase intention was exceed 0.6, meaning the strength of association consider moderate

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.10 Correlations

		Brand Image Average	Pricing Average	Product Feature Average	Peer Influence Average	Purchase Intention Average
Brand Image Average	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	179				
Pricing Average	Pearson Correlation	.068	1			
	Sig. (2-tailed)	.369				
	N	179	179			
Product Feature Average	Pearson Correlation	.232 ^{**}	.272 ^{**}	1		
	Sig. (2-tailed)	.002	.000			
	N	179	179	179		
Peer Influence Average	Pearson Correlation	.287 ^{**}	.244 ^{**}	.278 ^{**}	1	
	Sig. (2-tailed)	.000	.001	.000		
	N	179	179	179	179	
Purchase Intention Average	Pearson Correlation	.359 ^{**}	.254 ^{**}	.335 ^{**}	.328 ^{**}	1
	Sig. (2-tailed)	.000	.001	.000	.000	
	N	179	179	179	179	179

^{**}. Correlation is significant at the 0.01 level (2-tailed).

Table 4.10 shows the result of Pearson correlation between the independent variables brand image, pricing, product feature, product features and peer influence dependent variable purchase intention of young female adult in Klang Valley. The Pearson correlation among independent variable is below 0.900 and between 0.254 and 0.359.

The table shows brand image and purchase intention of smartphone brand among young female adult in Klang Valley are relationship significantly. The result in table shows p-value equal to 0.001 while less than alpha 0.05. Furthermore, the correlation coefficient value is 0.359, this shows the pricing is weakly influence purchase intention of smartphone brand among young female adult in Klang Valley.

The table shows pricing and purchase intention of smartphone brand among young female adult in Klang Valley are relationship significantly. The result in table shows p-value equal to 0.001 while less than alpha 0.05. Furthermore, the correlation coefficient value is 0.254, this shows the pricing is weakly influence purchase intention of smartphone brand among young female adult in Klang Valley.

The table shows product feature and purchase intention of smartphone brand among young female adult in Klang Valley are relationship significantly. The result in table shows p-value equal to 0.000 while less than alpha 0.05. In addition, the correlation coefficient value is 0.335, this shows the product feature weakly influence purchase intention of smartphone brand among young female adult in Klang Valley.

The table shows peer influence and purchase intention of smartphone brand among young female adult in Klang Valley are relationship significantly. The result in table shows p-value equal to 0.000 while less than alpha 0.05. Moreover, the correlation coefficient value is 0.328, this shows the pricing weakly influence purchase intention of smartphone brand among young female adult in Klang Valley.

4.3.2 Multiple Regressions

Table 4.11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 ^a	.247	.230	.52532

- a. *Predictors: (Constant), Peer Influence Average, Pricing Average, Brand Image Average, Product Feature Average*
- b. *Dependent Variable: Purchase Intention Average*

According to Table 4.11, the R value = 0.497, R Square = 0.247 and Adjusted R Square = 0.230. R Square shows that 24.7 percent of the purchase intention can be explained by brand image, pricing, product feature and peer influence. This also indicates that the relationship between the dependent variable and independent variables are weak. However, there are 75.3 percent of the variation in purchase intention is explain by other factors. Therefore, researcher can conclude that even though the relation is weak but brand image, pricing, product feature and peer influence will still affect consumer purchase intention towards smartphone brand.

Table 4.12 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	15.769	4	3.942	14.286	.000 ^b
Residual	48.016	174	.276		
Total	63.785	178			

a. Dependent Variable: Purchase Intention Average

b. Predictors: (Constant), Peer Influence Average, Pricing Ave, Brand Image Average, Product Feature Average

The Table 4.12 above presented the significant value is at 0.000 ($p < 0.05$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The 4 independent variables are significantly contributes to the young female adult's purchase intentions towards smartphone brand.

Table 4.13 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.008	.359		2.810	.006
Brand Image Average	.220	.060	.257	3.695	.000
Pricing Average	.130	.063	.144	2.077	.039
Product Feature Average	.255	.096	.190	2.667	.008
Peer Influence Average	.141	.061	.166	2.315	.022

a. Dependent Variable: Purchase Intention Average

From Table 4.13, coefficients shows the higher the beta the most important factors of influence purchase intention of young female adult, the result shows brand image is the most important factors that influence young female consumers purchase intention because of carries beta of 0.257. While, product features is the second highest factors that influence young female consumers with the beta of 0.190. Yet, peer influence and pricing factors is the least but peer influence is slightly higher than pricing which is beta 0.166 and the lastly less important is pricing which having beta of 0.144. The result of table 4.13 coefficient shows the importance of factors influence young female consumer purchase intention towards smartphone brand is accordingly with brand image, product features, peer influence and pricing.

The multiple regression equation can be formed as below:

$$Y = A + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4$$

Whereas:

Y = young female consumers purchase intention

A = as constant, Value of Y when X become zero

X1 = Dimension of purchase intention

B1 = Brand image

B2 = Pricing

B3 = Product features

B4 = Peer influence

Therefore, the multiple regression equation can be formed as:

$$Y = 1.008 - 0.220X_1 + 0.130X_2 + 0.255X_3 + 0.141X_4$$

4.3.2.1 Test of significant

Hypotheses I

H_0 : Brand image has no relationship towards young female adult consumer's purchase intentions for smartphone

H_1 : Brand image has positively relationship towards young female adult consumer's purchase intentions for smartphone

Based on Table 4.13, the brand image ($p = 0.000$) p-value is lower than significant level of 0.05. Therefore, since the p-value is lower than 0.05, H_0 is rejected and H_1 is accepted. In this case, Brand Image has significant relationship towards young female adult consumer's purchase intentions for smartphone.

Hypotheses II

H_0 : Pricing has no relationship towards young female adult consumer's purchase intentions for smartphone brand

H_1 : Pricing has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

Based on Table 4.13, the pricing ($p = 0.039$) p-value is lower than significant level of 0.05. Therefore, since the p-value is lower than 0.05, H_0 is rejected and H_1 is accepted. In this case, Pricing has significant relationship towards young female adult consumer's purchase intentions for smartphone.

Hypotheses III

H₀: Product features has no relationship towards young female adult consumer's purchase intentions for smartphone brand

H₁: Product features has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

Based on Table 4.13, the product feature ($p = 0.008$) p-value is lower than significant level of 0.05. Therefore, since the p-value is lower than 0.05, H₀ is rejected and H₁ is accepted. In this case, Product Feature has significant relationship towards young female adult consumer's purchase intentions for smartphone.

Hypotheses IV

H₀: Peer group influence has no relationship towards young female adult consumer's purchase intentions for smartphone brand

H₁: Peer group influence has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

Based on Table 4.13, the peer influence ($p = 0.022$) p-value is lower than significant level of 0.05. Therefore, since the p-value is lower than 0.05, H₀ is rejected and H₁ is accepted. In this case, Peer Influence has significant relationship towards young female adult consumer's purchase intentions for smartphone.

4.4 Conclusion

In conclusion, different analysis methods have been used in order to analyze the different types of data obtained. Firstly, descriptive analysis has been used for interpreting data on respondent's general information. The general information where descriptive analysis method has been used includes respondent's gender, age and their current status. On the other hand, reliability analysis has been used in order to test the reliability of the four independent variables. The data collected are tested for their measure of central tendency. From the analysis, pricing has emerged as the most prominent variable. Besides that, data has been analyzed using the Pearson Correlation Coefficient, which is an indicator of the strength of degree of association among the variables. In addition, analysis has also been done based on Multiple Regression. The Multiple Regression is a statistical measure on the degree of relationship between the independent variables with the dependent variable. In a nutshell, all the analysis has proven that all the independent variable has significance on the consumers purchase intention towards smartphone.

Chapter 5: Discussion, Conclusion and Implications

5.0 Introduction

This chapter reviews the summaries of statistical analysis in the past chapter, discussion of major findings, managerial implications of study, limitation of study and recommendation for future research. Furthermore, conclusion was made for the whole chapter in this research project.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analyses

Among the 200 questionnaire that distributed randomly to the young female in the Klang Valley area, there are 21 questionnaires are fault replied due to the ambiguity or incomplete in their answering, so the total sample size is 179. In the 179 sets collected questionnaire, all the respondents are female because this research is study on female purchase intention toward Smartphone brand.

This research is generally study on young female purchase intention, so the age group is categories into three ranges. The first range is from 15-19 years old, the respondent that fall under this categories are 31 people. Most of the respondents are fall under 20-24 years old which occupied 77.1% of the total respondent this is because we conduct most of the survey around the University area. There are 5.6% of our respondents are from the age group of 25-29 years old and this categories of people are mostly working adult.

From the result that collected, most of the respondent are student because the research are study on young female purchase intention and the age group that targeted are from 15 to 29 years old. Among the 179 of the total respondent, 163 or 91.1 percent are student and the rest is working adult.

5.1.2 Summary of Scale Measurement

In this research, each variable was tested using Cronbach's Alpha for the reliability. According to the Table 4.9 shown in Chapter 4, Peer Influence shows the highest score among other variables which the Cronbach's Alpha is 0.830. Next, Brand Image, Pricing, and Product Feature scores 0.810, 0.784 and 0.649 respectively. While, purchase intention has the lowest score of Cronbach's Alpha which is 0.643. Since all variables has shown its value to be more than 0.6. As a result, the 4 variables been tested are considered strong reliable.

5.1.3 Inferential Analyses

5.1.3.1 Pearson Correlation Analyses

From the result of Pearson correlation, the correlation between young female adult purchase intention and brand image is 0.359, pricing was 0.254, product features was 0.335, and peer influence was 0.328. The results shows all the factors of brand image, pricing, product features and peer influence have the positive significant relationship but weakly influence the purchase intention of smartphone brand among young female adult.

5.1.3.2 Multiple Regressions

Multiple regression analysis is to test the relationship between the independent variable brand, pricing, product features and peer influence has the significant positive relationship with dependent variable purchase intention towards smartphone brand. Adjusted R square is 0.247, which can indicate the weak relationship of factors brand image, pricing, product features and peer influence is only 24.7% with dependent variable purchase intention. Besides that, the model is describing good for the four independent variables and dependent variable which shows F value is 14.286 which significant at the level of 0.000.

Multiple regression equation:

$$Y = 1.008 - 0.220X_1 + 0.130X_2 + 0.255X_3 + 0.141X_4$$

Whereas:

Y = young female consumers purchase intention

A = constantly, Value of Y when X become zero

X₁ = Dimension of purchase intention

B₁ = Brand image

B₂ = Pricing

B₃ = Product features

B₄ = Peer influence

5.2 Discussion of Major Findings

Hypothesis		Significant	Conclusion
H ₀ : Brand image has no relationship towards young female adult consumer's purchase intentions for smartphone brand	H ₁ : Brand image has positively relationship towards young female adult consumer's purchase intentions for smartphone brand	$\beta = 0.220$ $p = 0.000 < 0.05$	H ₀ is rejected, H ₁ is supported
H ₀ : Pricing has no relationship towards young female adult consumer's purchase intentions for smartphone brand	H ₂ : Pricing has positively relationship towards young female adult consumer's purchase intentions for smartphone brand	$\beta = 0.130$ $p = 0.039 < 0.05$	H ₀ is rejected, H ₁ is supported
H ₀ : Product features has no relationship towards young female adult consumer's purchase intentions for smartphone brand	H ₃ : Product features has positively relationship towards young female adult consumer's purchase intentions for smartphone brand	$\beta = 0.255$ $p = 0.008 < 0.05$	H ₀ is rejected, H ₁ is supported
H ₀ : Peer group influence has no relationship towards young female adult consumer's purchase intentions for smartphone brand	H ₄ : Peer group influence has positively relationship towards young female adult consumer's purchase intentions for smartphone brand	$\beta = 0.141$ $p = 0.022 < 0.05$	H ₀ is rejected, H ₁ is supported

5.2.1 Relationship between brand image and purchase intention towards smartphone brand

H₁: Brand image has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

According to the Table 4.13 shown in Chapter 4, the significant level of brand image is at 0.000 which lower than alpha value 0.05. This shows the relationship between brand image and consumer's purchase intention is significant. Besides, β -value is 0.220 which express that the relationship between brand image with purchase intention are positive.

The result of Brand Image is supported by studies done by researcher Shahzad and Sobia (2013). They had studied the factors affecting youth purchase decision towards smartphone. The result shows brand image has positive relationship with smartphone brand choice. According to Kohli et al (2005), brands with meaningful names are more favorably evaluated by consumers as compared to those non meaningful names. Brand image is very important because it reflects the overall content of that particular brand such as brand name, brand functionality, brand reputation as well as the overall value of the brand.

According to Anosh, Naqvi and Ghulam (2014), the researchers suggested that Image of the product is key factor and must not be overlooked when studying research regarded purchase intention. Apart from the other variables (brand perception, brand preferences, brand loyalty) that has shown relationship to the consumer's purchase intention towards smartphone, brand image was the strongest and dominant factor that influencing consumer's

intention to purchase a smartphone. Based on the 52 questionnaires they had collected, most of the respondents in D G Khan agreed that Image is their main consideration when deciding to purchase a smartphone.

Besides, researchers such as Chi, Yeh & Huang (2008), Linet, al (n.d) and Eze, Tan, Yeo (n.d) had also studied the influence of brand image towards consumers purchase intention. All of them had proven that there is significant and positive relationship between brand image and purchase intention.

5.2.2 Relationship between pricing and purchase intention towards smartphone brand

H₁: Pricing has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

According to the Table 4.13 shown in Chapter 4, the significant level of pricing is at 0.001 which lower than alpha value 0.05. This shows the relationship between pricing and consumer's purchase intention is significant. Besides, β -value is 0.130 which express that the relationship between pricing with purchase intention are positive.

The second hypothesis investigates the relationship between the price and the consumer purchase intention. From the results obtained and the through statistical analysis, it shows that there is a significant relationship between the price and the purchase intention of young female adults towards smartphone. This result is supported by Philip Kotler (2011).The author imply that the price that consumers pay for a product is the amount they are willing to

exchange in order to obtain benefit derived from the particular product. Furthermore, price is the main factor that affects the income generated by the particular product. This simply means that the price of the product is a main factor in generating sales and inducing consumer purchase decision (Stanton, 1992). On the other hand, studies also have been carried out indicating that some consumers perceive products with higher price contains a high quality and are willing to pay higher price to purchase for it, whereas some consumers are not willing to pay a 'premium' (Monroe, 2003). Erickson and Johansson (1985), also further supports this. According to them, when a product is highly priced, it stimulates purchase intention of consumers. This is due to the fact that certain consumers positively perceive high priced products are of a high quality. This clearly signifies to us that that price is a variable that has a direct impact on the purchase intention of consumers.

5.2.3 Relationship between product feature and purchase intention towards smartphone brand

H₁: Product features has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

According to the Table 4.13 shown in Chapter 4, the significant level of product features is at 0.000 which lower than alpha value 0.05. This shows the relationship between product features and consumer's purchase intention is significant. Besides, β -value is 0.255 which express that the relationship between product features with purchase intention are positive.

Third hypothesis is investigating about relationship between product features and purchase intention. According to Karen Lim Lay-Yee (2013), product feature has significant relationship with customer purchase decision on

smartphone which the result shows correlation of 0.777 which is strongly support, this shows product features can affects young female consumers buying decision on smartphone are relatively high. Based on Shaharudin, Mansor, Hassan, Omar, & Harun (2011) research, their results shows the result of there is significant influence of special features towards purchase intention of motorcycle/scooter. New technical properties or new features will influence the intention to acquire new mobile phones, which can support young female consumers are more likely to purchase a phone while there are a new adding features (Liu, 2002). Besides that, consumers who focus on special feature and design is the factors that influence consumers purchase decision towards mobile phone that supported by Dziwornu (2013).

5.2.4 Relationship between peer influence and purchase intention towards smartphone brand

H₁: Peer influence has positively relationship towards young female adult consumer's purchase intentions for smartphone brand

According to the Table 4.13 shown in Chapter 4, the significant level of peer influence is at 0.000 which lower than alpha value 0.05. This shows the relationship between peer influence and consumer's purchase intention is significant. Besides, β -value is 0.141 which express that the relationship between peer influence with purchase intention are positive.

According to Schiffman and Kanuk (1997), there is a significant relationship between the options and preferences of friends in determining the products or brands selection, especially for those single individual who lives alone. Asch (1973) and Venkatesen (1973) found that peers, who present at the time of

purchase, play an important role in choosing a specific brand, especially with concern to product and rational impacts. According to Safiek Mokhlis (2012), Chinese race in Malaysia consider reference group influence as a most important factor in purchase intention. The reference group includes friend's recommendation.

5.3 Implications of the Study

Based on the analysis and the discussion in the previous chapter, it is clear to us that the brand image has an impact on the consumer purchase intention. The brand image of smartphone has a direct influence on the purchase intention of young adult female consumers. From the survey done and the results obtained, a high percentage of consumers prefer Samsung smartphone brand compared to other available smartphone brands in the marketplace. This is because the brand has been positioned in consumers mind strongly in a positive manner. This strong perceived positive image of the brand has induced purchase intention. This is also likely to induce a repeat purchase of the brand by the customers. According to Telecoms Consulting Team, 81% of Apple consumers will stick to Apple brand, 50% of Blackberry smartphone owners and 44% of HTC users is likely to purchase the same brand again. Therefore, smartphone companies and its marketing team have to closely align their positioning methods to perfectly suit their respective targeted consumers segments. On the other hand, certain smartphone carries the brand image of affordable(Samsung) and certain brands carry brand image of luxury product(Apple).The smartphone companies has to study and analyze the perceived consumer image on the brand and alter its positioning if the need arises (Keller, 1993).

Besides that, price is also one of the major factors that influence consumer purchase intention towards smartphone. Price is the total amount consumers are willing to pay in exchange for the benefits derived from the product. (Philip Kotler, 2011). In order

to gain a larger market share and to attract more new potential consumers, smartphone companies should price their product accordingly. Based on the survey done, 83.2% of female consumers are willing to spend RM 1001-RM 2000. This level of spending falls under the moderate level of monetary value allocated in exchange for a smartphone. If the consumer is willing to spend more than RM 2000, it falls under the high end consumer category. Since the price consumers are willing to spend falls under the moderate category, smartphone manufacturers should treat this scenario as an opportunity. This is because a major large percentage of the respondents of the survey are willing to spend only this much to buy a smartphone. Therefore, the smartphone manufacturers should try to produce smartphone which falls under this price range. Perhaps with this, the company will launch a product into the marketplace in which the price is favorable to a majority consumers in the market segment based on the survey conducted.

In addition, product feature also form one of the variable investigated in this research has a significant impact on the consumer purchase intention towards smartphone. According to the statistical results, Cronbach Alpha coefficient falls in the moderate level. Although product feature does not have a very strong relationship with the purchase intention, however it neither has a weak relationship. The product feature still has plays a considerably important role in the consumer purchase intention. Although not as crucial as the variable price, consumers still look into the product feature aspects in a smartphone before purchasing it (Dziwornu 2013). Although in general product feature is a very important aspect in selecting a smartphone brand, however we have to remind ourselves that this research studies the purchase intention and purchase behavior of young female adult consumers. Hence, it is suggested that the smartphone companies to direct their attention to the pricing and brand image of the smartphone when the smartphone is intended to be marketed to female consumers.

Lastly, peer influence is also a variable that proves to have a significant relationship

with the purchase intention of young adult female consumers. Peer influence has a Cronbach's Alpha value in the strong level. From the findings, peer influence records the highest Cronbach's Alpha value. This shows that peer influence has a strong significance on young adult female consumers. These consumers tend to 'keep up with peers' and follow the purchase intention of their peers. Having this in mind, it will serve as strength for smartphone companies to effectively market their smartphone in order to attract the 'peer group' consumers. Perhaps, smartphone companies shall promote their respective smartphone brands in colleges and work premises during lunch hours. This will induce product trial and likely to result in purchase action. The consumers who fall into the 'peer group category' are also likely to follow the same buying behavior (Farzana 2012).

5.4 Limitations of the Study

5.4.1 Limited Geographical Coverage

Although the objective of the research is achieved, there are still few shortcomings in conducting this research. First, due to the time frame that given in completing this research is approximately 20 weeks only, it is insufficient for the researcher to conduct the survey with wider coverage. Research is limited in a geographical coverage that only focuses in Klang Valley area. This help in minimized the cost involved in conduct the research.

5.4.2 Involvement of certain group only

This research are targeted on young female, there are 77.1 percent of the respondent are fall under the age group of 20-24 years old while 22.9 percent is 15-19 and 25-29 years old. This may affect the research result in Smartphone purchase intention. Besides, results only represent the interest of female as researcher does not include male in the research project. Thus, the result can only represent certain group on purchase intention.

5.4.3 Small Sampling Size

In this research, the number of questionnaire that has been distributed is 200 copies but the valid questionnaires that could be used in data collection and processing is only 179 copies. The 179 valid questionnaires may not represent the whole target group's purchase intention of the study which is young female, as the research only focus on young female in Klang Valley.

5.4.4 Consideration of Other Variables

Based on the Model Summary table 4.11, R square is 0.247 which means the four variables brand image, pricing, product features and peer influence are influencing the dependent variable purchase intention of only 24.7% which each only carries 6% average of each variables. The others variable are carry more in 75.3% to influence the purchase intention.

5.5 Recommendation of the Future Research

5.5.1 Large Geographical Coverage

Klang valley is a very strategic geographic area which has the large population in Selangor state. The larger the geographic area covered, represent the more reliability of the result. In the previous research of purchase intention towards smartphone are more focus in Klang valley, this will cause the unreliability of result compare in rural area because updated technology product can be conducted by rural area is inactive. Therefore, future researchers can try to cover as much as rural area of purchase intention towards smartphone brand.

5.5.2 Involvement of different segment group

In this research, our respondent is mainly on young female which is in the age group of 15- 29. The narrow of respondents helps to determine the purchase intention towards smartphone of the target respondent but not represent the whole population of all female. Thus, we recommended the future research can be conduct in different segment group such as young male, older adult, senior citizens, or others.

5.5.3 Increase sampling size

Lastly, in our research, our target respondent is 200 but because of invalid and un-return questionnaires had cause the respondent decrease to 179 when the entire questionnaire has been collected. Thus, the results of our research are not enough convincing and represent the population. Therefore, in the future research should include more sampling size and alert the probability of uncertainty of invalid data and un-return questionnaires.

5.5.4 Consider of other variables

The weak relationship of R square show in the table 4.11 between the independent variable and dependent variable, to determine the strong relationship in the future research, we suggest that the future researchers can consider other variable like user friendly, celebrity endorsement, effective promotion or new innovation, which may carry more strong relationship to influence the purchase intention of smartphone brand.

5.6 Conclusion

In conclusion, our research had attained the main objective which is to study the factors that influence purchase intention of smartphone brand of young female adult in Klang Valley. Four determinants of purchase intention are identified and examined in this study, which is brand image, price, product features and peer influence. On the other hand, all of the hypotheses are supported and it showed that brand image is the most influential purchase intention of smartphone brand for young female adult. Besides that, managerial implication, limitations and recommendations for prospect research was included in the study by helping the smartphone marketers to understand the ladies consumers need wants towards smartphone brand. This will formulate effective strategies to retain customer and thus increase profitability. This research will also contribute to academics who wish to conduct study in related field to gain deeper insights.

Appendix A: Survey Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT

**BACHELO
R OF INTERNATIONAL BUSINESS (HONS)
FINAL YEAR PROJECT**

**TITLE OF RESEARCH:
THE FACTORS AFFECTING CONSUMERS PURCHASE
INTENTION TOWARDS SMARTPHONE BRAND: A STUDY OF
YOUNG FEMALE ADULT CONSUMERS**

Dear respondents,

We are undergraduate students pursuing Bachelor Degree in International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR). We are currently conducting a survey about the research project entitled “the factors that affecting purchase intention towards smartphone brand: A study of young female adult consumers”.

The purpose of this research is to explore the factors that influence the purchase intention of young female adult towards smartphone brand. The research will help future researcher and smartphone firms to understand factors that influencing the purchase intention of female and help to increase sales and demand. Thank you for your anticipated corporation.

Sincerely,

Lim Phey Ling	1205681
Poon Khai Lang	1004225
Tee Cai Fong	1205796
Thamil Selvan a/l Perinpajothi	1006761

This questionnaire consists of THREE (3) sections. Please answer ALL questions in every section. It will take approximately less than 5 minutes to complete this survey. We assure that all of your personal information collected will be kept strictly confidential.

SECTION A: GENERAL INFORMATION

Please tick ONE answer for each question below.

1. What is your gender?
☐ Male ☐ Female

2. What is your age?
☐ 15- 19 ☐ 20 – 24 ☐ 25 – 29 ☐ 30 – 34

3. What is your current status?
☐ Student ☐ Working ☐ Housewife

4. Have you purchase smartphone before?
☐ Yes ☐ No

5. What is your current Smartphone's brand?
☐ Apple ☐ Sony ☐ HTC ☐ Samsung
☐ Nokia ☐ XiaoMi ☐ Lenovo ☐ HuaWei Others:

6. Which smartphone brand do you preferred?
☐ Apple ☐ Sony ☐ HTC ☐ Samsung
☐ Nokia ☐ XiaoMi ☐ Lenovo ☐ HuaWei Others:

7. How much money do you spent on your smartphone?

- ☐ Below RM500
 ☐ RM1001 - RM2000
☐ RM501 - RM1000
 ☐ Above RM 2001

Section B: Factors affecting purchase intention of smartphone brand

This section is seeking your opinion regarding the factors that influence the purchase intention of smartphone. Respondent are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale response framework. Please CIRCLE one answer indicates the extent to which you agree or disagree with each of the following statements.

[1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree and 5 = strongly agree]

	Brand Image	SD	D	N	A	SA
1.	Brand image increase my status in the society.	1	2	3	4	5
2.	Brand image is an attraction for me to purchase a smartphone.	1	2	3	4	5
3.	I will consider the brand image when buying a smartphone with higher price.	1	2	3	4	5
4.	I will make my purchase according to my favorite's smartphone brand, regardless of the price.	1	2	3	4	5
5.	Smartphone's brand name is my priority when making a purchase decision.	1	2	3	4	5
6.	I will consider the reputation of smartphone brand before purchasing it.	1	2	3	4	5

	Price	SD	D	N	A	SA
1.	Price is an important factor when purchasing smartphone.	1	2	3	4	5
2.	I compare prices of other Smartphone's brands and store brands before I choose one.	1	2	3	4	5
3.	I buy Smartphone because they are worth to used regarding between with their price & usage quality.	1	2	3	4	5
4.	I am willing to buy Smartphone even though the price is higher	1	2	3	4	5
5.	I am uncertain which Smartphone's brands provide real value for money in terms of product quality.	1	2	3	4	5
6.	The cheapness of some Smartphone's brand suggests to me that they may have some risks, such as low quality	1	2	3	4	5

	Product feature	SD	D	N	A	SA
1.	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.	1	2	3	4	5
2.	If two smartphone's had the same features I would choose the Smartphone that is the current craze from the Brand point of view.	1	2	3	4	5
3.	If a smartphone designer changes the user interface completely, I would welcome the change of Brand.	1	2	3	4	5
4.	The quality, reliability of the product doesn't matter to me, what matters are that the Brand is the current craze. (Everyone wants one)	1	2	3	4	5
5.	I would rather choose a Smartphone brand that has a superior camera over one that is fast and responsive.	1	2	3	4	5
6.	I would rather choose a Smartphone brand that has a mature app store over one that is the current craze from a	1	2	3	4	5

	brand point of view.					
7.	I would rather choose a Smartphone brand that is known to integrate easily with all PC operating System.	1	2	3	4	5
8.	I would rather choose a smartphone brand that is easy to use, thereby allowing me to perform task faster.	1	2	3	4	5

	Peer Group	SD	D	N	A	S A
1.	I like to know what smartphone makes good impressions on my friends.	1	2	3	4	5
2.	It is important that my friends like the brand of smartphone I'm using.	1	2	3	4	5
3.	I achieve a sense of belonging by purchasing the same smartphone that my friends purchase.	1	2	3	4	5
4.	If I want to be like someone. I try to buy the same smartphone that they buy.	1	2	3	4	5
5.	I identify with my friends by purchasing the same smartphone they purchase.	1	2	3	4	5
6.	I will ask the opinion from my friends when buying a smartphone.	1	2	3	4	5

Section C: Purchase intention of smartphone brand

This section is seeking your opinion regarding the factors that influence the purchase intention of smartphone. Respondent are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale response framework. Please CIRCLE one answer indicates the extent to which you agree or disagree with each of the following statements.

Factors affecting purchase intention towards smartphone brand: A study of young
female adult consumers

[1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree and 5 = strongly agree]

	Purchase Intention	SD	D	N	A	SA
1.	I intend to buy a smartphone in near future.	1	2	3	4	5
2.	I will consider the brand of the smartphone before I purchase it.	1	2	3	4	5
3.	I will recommend my friend to buy smartphone.	1	2	3	4	5
4.	I search for information about smartphone from time to time.	1	2	3	4	5
5.	I always talk about smartphone with my friends.	1	2	3	4	5

Thank you for your participation in this survey, your time and opinion are deeply appreciated.

Appendix

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Table 3.2: Likert Scale

Measurement	Numerical
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Nominal Scale

<p>Gender:</p> <p><input type="checkbox"/> Male</p> <p><input type="checkbox"/> Female</p>
--

Table 3.1 Pilot Test

Construct	Cronbach's Alpha	Number of Items
Brand Image	.826	6
Pricing	.863	6
Product Feature	.623	8
Peer Influence	.879	6
Purchase Intention	.702	5

Table 3.4: Ordinary Scale

<p>Age :</p> <p><input type="checkbox"/> 15-19</p> <p><input type="checkbox"/> 20-24</p> <p><input type="checkbox"/> 25-29</p>
--

4.1: What is your Gender?

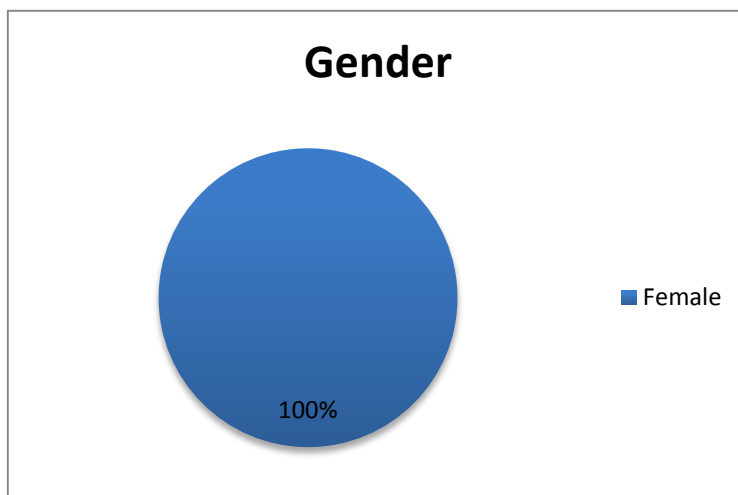


Table 4.1: What is your Gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	179	100.0	100.0	100.0

Figure 4.2 What is your age?

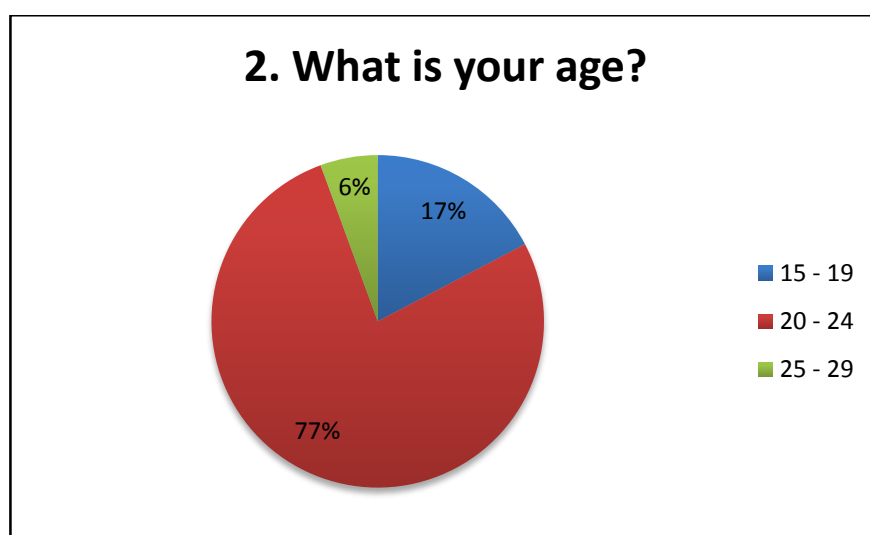


Table 4.2 What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 - 19	31	17.3	17.3	17.3
20 - 24	138	77.1	77.1	94.4
25 - 29	10	5.6	5.6	100.0
Total	179	100.0	100.0	

Figure 4.3 What is your current status?

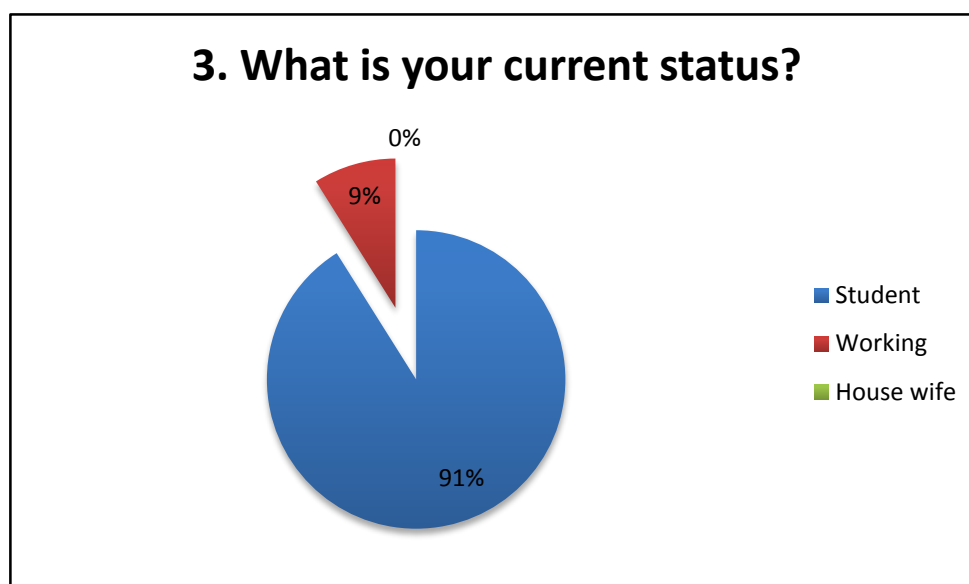


Table 4.3 What is your current status?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	163	91.1	91.1	91.1
Working	16	8.9	8.9	100.0
Total	179	100.0	100.0	

Figure 4.4 Have you purchase smartphone before?

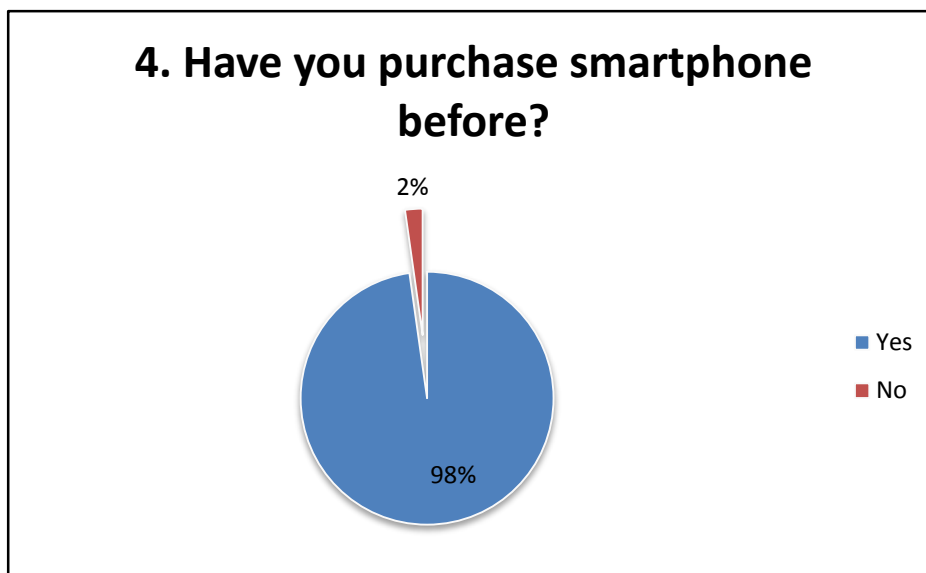


Table 4.4 Have you purchase smartphone before?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	175	97.8	97.8	97.8
No	4	2.2	2.2	100.0
Total	179	100.0	100.0	

Figure 4.5 What is your current Smartphone's brand?

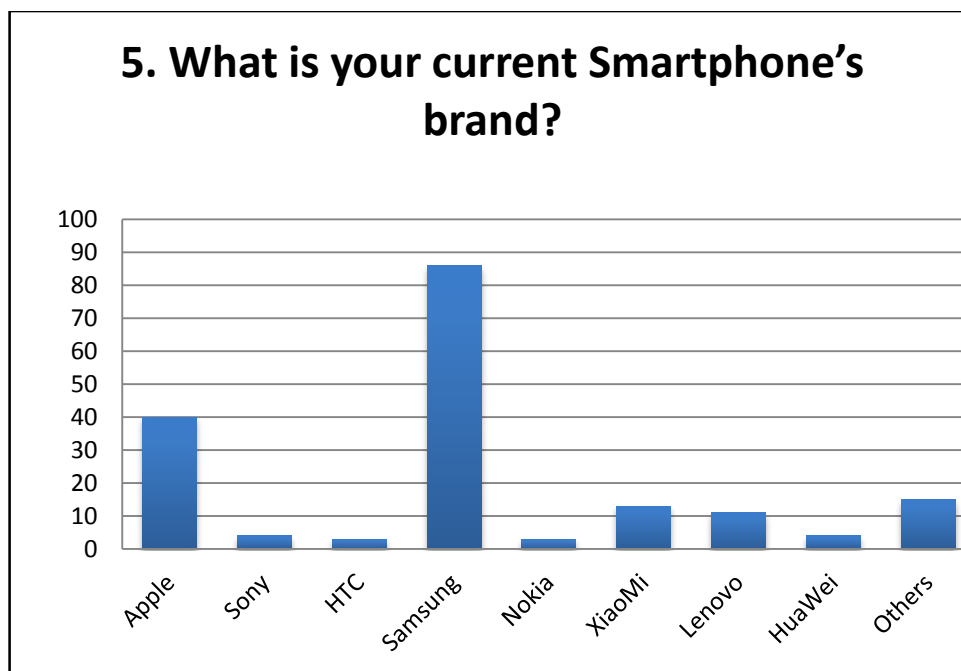


Table 4.5 What is your current Smartphone's brand?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Apple	40	22.3	22.3	22.3
Sony	15	8.4	8.4	30.7
HTC	3	1.7	1.7	32.4
Samsung	86	48.0	48.0	80.4
Nokia	3	1.7	1.7	82.1
XiaoMi	13	7.3	7.3	89.4
Lenovo	11	6.1	6.1	95.5
Hua Wei	4	2.2	2.2	97.8
Others	4	2.2	2.2	100.0
Total	179	100.0	100.0	

4.1.1.6 Which smartphone brand do you prefer?

Figure 4.6 Which smartphone brand do you prefer?

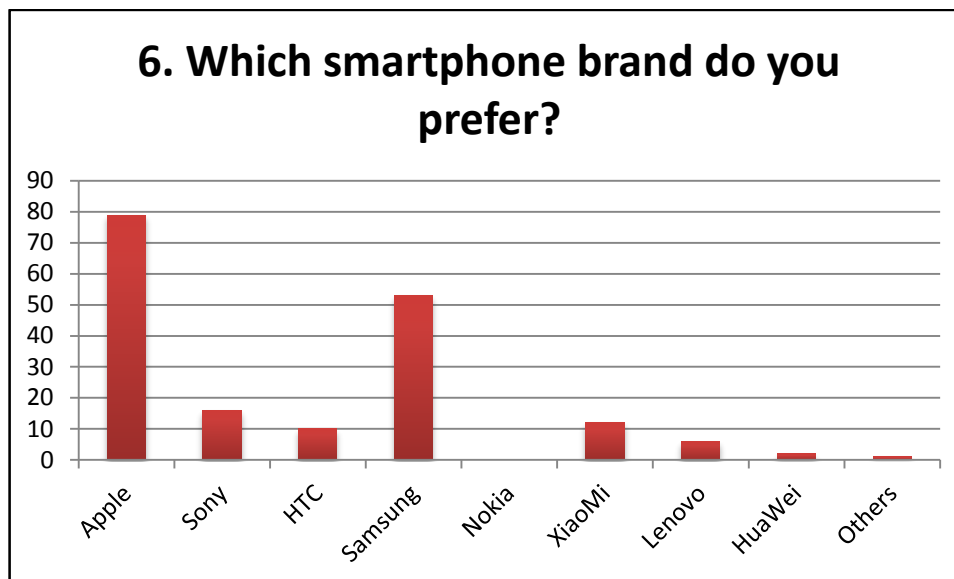


Table 4.6 Which smartphone brand do you prefer?

	Frequency	Percent	Valid Percent	Cumulative Percent
Apple	79	44.1	44.1	44.1
Sony	16	8.9	8.9	53.1
HTC	10	5.6	5.6	58.7
Samsung	53	29.6	29.6	88.3
Valid XiaoMi	12	6.7	6.7	95.0
Lenovo	6	3.4	3.4	98.3
Hua Wei	2	1.1	1.1	99.4
Others	1	0.6	0.6	100.0
Total	179	100.0	100.0	

Figure 4.7 How much do you spent on your smartphone?

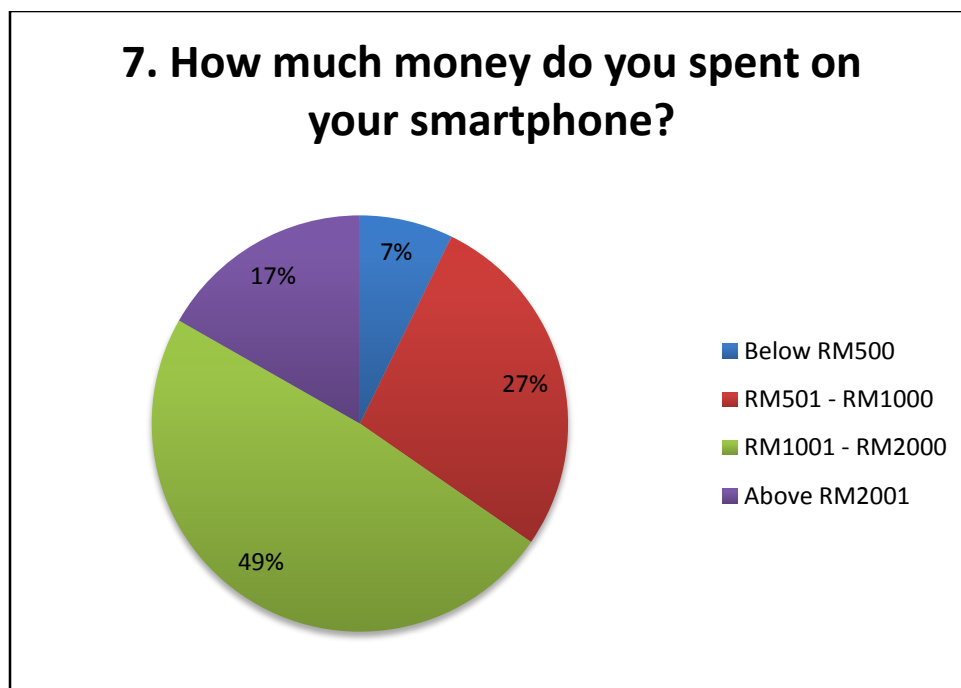


Table 4.7 How much money do you spent on your smartphone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Below RM500	13	7.3	7.3	7.3
RM501 - RM1000	49	27.4	27.4	34.6
RM1001 - RM2000	87	48.6	48.6	83.2
RM2001 above	30	16.8	16.8	100.0
Total	179	100.0	100.0	

Table 4.8 Descriptive Statistics on Variables

Variables	N	Mean	Std. Deviation	Ranking
Brand Image	179	3.3380	.70055	4
Pricing	179	3.5810	.66464	3
Product Feature	179	3.4818	.44562	1
Peer Influence	179	2.8203	.70433	5
Purchase Intention	179	3.4950	.59862	2

4.2.1 Reliability Test

Table 4.9 Reliability Statistic for Actual Research

Variable	Cronbach's Alpha	N of Items
Brand Image	.810	6
Pricing	.784	6
Product Feature	.649	8
Peer Influence	.830	6
Purchase Intention	.643	5

4.3.1 Pearson Correlation Analysis

Table 4.10 Correlations

		Brand Image Average	Pricing Average	Product Feature Average	Peer Influence Average	Purchase Intention Average
Brand Image Average	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	179				
Pricing Average	Pearson Correlation	.068	1			
	Sig. (2-tailed)	.369				
	N	179	179			
Product Feature Average	Pearson Correlation	.232 ^{**}	.272 ^{**}	1		
	Sig. (2-tailed)	.002	.000			
	N	179	179	179		
Peer Influence Average	Pearson Correlation	.287 ^{**}	.244 ^{**}	.278 ^{**}	1	
	Sig. (2-tailed)	.000	.001	.000		
	N	179	179	179	179	
Purchase Intention Average	Pearson Correlation	.359 ^{**}	.254 ^{**}	.335 ^{**}	.328 ^{**}	1
	Sig. (2-tailed)	.000	.001	.000	.000	
	N	179	179	179	179	179

^{**}. Correlation is significant at the 0.01 level (2-tailed).

Table 4.11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 ^a	.247	.230	.52532

Table 4.12 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.769	4	3.942	14.286	.000 ^b
	Residual	48.016	174	.276		
	Total	63.785	178			

Table 4.13 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.008	.359		2.810	.006
	Brand Image Average	.220	.060	.257	3.695	.000
	Pricing Average	.130	.063	.144	2.077	.039
	Product Feature Average	.255	.096	.190	2.667	.008
	Peer Influence Average	.141	.061	.166	2.315	.022