

Study of Consumer's Perception towards Mobile Phones
of China Brands in Ipoh

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MASTER OF BUSINESS ADMINISTRATION
(COOPERATE MANAGEMENT)

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DECEMBER 2015

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of China Brands in Ipoh

BY

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A research project submitted in partial fulfillment of the
requirement for the degree of

MASTER OF BUSINESS ADMINISTRATION
(COOPERATE MANAGEMENT)

UNIVERSITY TUNKU ABDUL RAHMAN
FACULTY OF BUSINESS AND FINANCE

DECEMBER 2015

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I hereby declare that:

1. This postgraduate research project is the end result of my work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
2. No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
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ACKNOWLEDGEMENT

I am appreciating sincere from the heart to all the parties who have facilitated me in this thesis.

Firstly, I would like to express our gratitude to my supervisor; Mr. Raja Kumar whom guided me to complete this research project. Both of their valuable guidance, support and suggestion have helped me a lot when we were facing difficulties in my research project.

Besides, I would also like to show appreciation towards the respondents for their time and effort in completing the questionnaires. Without their contribution from their responses, this research project would not have proceeded.

Lastly, I also want to show my gratitude towards my seniors, which they have shared their knowledge and experiences with me.

DEDICATION

This humble work is especially dedicated to:

Mr. Raja Kumar, my project supervisor,

Our respondents, consumers from Ipoh,

And

To my family and loved ones,

Thank you for being my guidance and support.

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PREFACE

The purpose of this research is to evaluate the factors affecting the purchase intention of Ipoh consumers towards mobile phones of China brand, in context of country of origin. The mobile usage in Malaysia had exceeded 140% of the population, which meant that 47% of Malaysia owned more than one mobile phone. The mobile phones market is getting demanding. Therefore, the marketers and phone retailers of China brand's phones are keen to find out the factors that affect the purchase intentions toward mobile phones of China brand.

Besides this, this research study how the independent variables which are price, perceived quality, brand awareness and perceived features will impact on the dependent variable which is the buying intention of the China brand's mobile phones. Hence, this research will able to provide a better overview and understanding of the factors affecting the purchase intention of consumers to the phones retailers and marketers of mobile phones.

Nevertheless, I hope that this research project can give an clearer insight and knowledge of the purchase intention of consumers towards mobile phones of China brand to the readers.

ABSTRACT

Past studies had conducted many investigations on the factors affecting the purchase intention on mobile phone. Factors such as price, functions, ease of use, country-of-origin are one of them. They were studied the factors on buying intention of all mobile phone. Thus, here comes a question on what if the mobile phone is limited to a specific country brand and what the factors that consumers will take in consideration when country of origin effect is taken as a whole. It is not toward mobile phones from any brand anymore but it is the mobile phone of China brand, what and how the consumers evaluate on it are the driver of this research. In details, survey was conducted in 3 shopping malls in Ipoh and the samples of 300 respondents are randomly chosen for data collection purpose. The independent variables are significance and having positive impact on the purchase intention toward mobile phones of China brand.

CHAPTER 1: INTRODUCTION

1.0 Introduction

This chapter outlined the research background, problem statement and research objectives. The hypotheses are developed and significance of study is also been reviewed. Lastly, the layout of the chapter will carry out and conclusion is the final part.

1.1 Research background

This research is studying about the country-of-origin. The area of the research is *perception towards mobile phones of China brand on purchase intention*. The general objective is to study other dimensions of the country-of-origin and also to find out their impacts towards purchase intention of mobile phones of China brand in Ipoh.

As the economy is going up, people are demanding mobile phones more and more. Thus, in order to survive from the intense competition, globalization and exporting are the ways (Jemenez, N.H., & San Martion, S., 2010). Zuhail and Cigdem (2014) stated that the understanding of the consumers towards the products is necessary as the brands are now can move to new market easily due to the market globalization. In short, there are more and more brands from outside of the country and consumers are not familiar with those foreign products, hence it is important to provide knowledge about the foreign brands to the customers. Thus, country of origin effect will be used as a source of information. In context of country of origin, perception of the customers toward mobile phones of China brand will be investigated.

Past studies had conducted many investigations on the factors affecting the purchase intention on mobile phone. Factors such as price, functions, ease of use, country-of-origin are one of them. They were studied the factors on buying intention of all mobile phone. Thus, here comes a question on what if the mobile phone is limited to a specific country brand and what the factors that consumers will take in consideration when country of origin effect is taken as a whole. It is not toward mobile phones from any brand anymore but it is the mobile phone of China brand, what and how the consumers evaluate on it are the driver of this research.

In order to find out this, some dominant factors toward intention on mobile phones revealed from past studies such as price, brand awareness, quality and features will be taken as independent variables in context of country of origin in this study. Country of origin is once the factors in past studies but now it will served as a whole concept to investigate the impact of the factors above toward the buying intention of the mobile phones of China brand. In short, price, perceived quality, brand awareness and perceived features will be taken as dimensions of country of origin and their impacts and relationship on the buying intention will be conducted.

1.2 Problem statement

According to Malaysia Communication & Multimedia Commission (MCMC), there is 140% penetration of mobile in Malaysia population, which meant, there 40% of the Malaysian owned more than 1 mobile phone. Malaysia has a great mobile penetration that positioned after Singapore and Vietnam in Southeast Asia according to analysis of World Bank. With the advancing of the internet, usage of mobile phones among the people is also increasing. Nowadays, even a 3 years old child owned a phones or tablet for gaming as the parents are considered that is the simplest way to comfort and make the children quiet. However, the issue is not discussed in this study. On the other hand, the improving of the internet can be a reason for the rising demand of the mobile phone.

Apple and Samsung will always be the ones that come to mind when consumers are reminded of brands of mobile phones. There is the brand equity as consumers trust in their products' quality and find them reliable. There are some past studies stating that brands of China are always considered low quality, counterfeited and cheap by the consumers. However, the improving of the economy of China has changed these perceptions of consumers slowly. Recently, some mobile phone brands of China such as Xiaomi and Lenovo have done well in the Malaysia market. However, their market share is still not comparable to the famous brands like Apple and Samsung. In response to this, this research proposed to investigate this problem. With country of origin as a whole concept, several factors will be investigated and find out their relationship with the purchasing intention on mobile phones of China brand.

There are past studies conducted to investigate the factors that affect the consumer's buying intention of mobile phones. From the past studies, some factors such as price, quality, features, perceived ease to use, perceived usefulness, appearance, country of origin, country of assemble, country of parts, country of manufacture, brand image, brand recognition, brand awareness and many other factors being examined on the relationship with the intention to purchase of consumers.

On the other hand, some researches were done on the topic of country of origin but not in the mobile phone field. There is one past study on the effect of Made In in Malaysia. Sharon and Zuraodah (2014) examined the consumers' intention of buying towards the products made in Malaysia and China. Besides that, researches of country of origin on buying intention of mobile phone are mostly conducted out of Malaysia.

1.3 Research objectives

The objective of this study is to find out the significance impact of country-of-origin on the purchase intention of the China brand mobile phones.

1.3.1 The study is aimed to achieve the objectives following:

- a. To study the significance impact of price on the purchase intention.
- b. To study the significance impact of perceived quality on the purchase intention.
- c. To study the significance impact of brand awareness on the purchase intention.
- d. To study the significance impact of perceived features on the purchase intention.

1.4 Research questions

There are several questions that derived from the concern of the research:

1.4.1 General question

Will country-of-origin affect the purchase intention of the mobile phone?

1.4.2 Specific questions

- a. Does monetary perception affect purchase intention?
- b. Does perceived quality affect purchase intention?
- c. Does brand awareness affect purchase intention?
- d. Does features related affect purchase intention?

1.5 Significance of the study

This research will provides contribution towards several parties:

1.5.1 Marketers

The nature of the study is to figure out the factors that influencing the purchase intention of the mobile phones of China brands. Telco companies such as Digi and Maxis are able to understand the consumers more and they might launch more plans attaching with the China brand mobile phones. On the other hand, although the study is concerning on the China brand but the marketers are still able to grab benefits from the study which are the factors that affecting the buying decision. These factors can be adapted to other brands from other countries too. Marketers can help to trigger the purchase intention of the consumers by putting more efforts on the elements that been studied in the research.

1.5.2 Consumers

In this modern era, mobile phones are one of the must item in our life. The consumers or mobile users can enjoy the advantages from the research as they can realize that China brand mobile phone is different from the past and able to compete with other brands of mobile phones in the market. Thus, China brand mobile phones help the consumers to save money as they can get a phone with similar features at a more competitive pricing than an over RM3000 well-known brand phones.

1.5.3 Researchers

There are more studies on putting country-of-origin as a factor in the past while this research is more focusing on the dimension of country-of-origin and study the factors under country-of-origin on the purchase intention of the consumers. Thus, this study is aiming to provide supportive data about the factors that affecting the purchase intention of the consumers, using country of origin as a whole. This research can be served as reference or base for the researchers in their future relevant studies.

1.6 Conclusion

This chapter illustrates an overview of this research. First, research background and problem statement are discussed, followed by the research objective, research questions and significance of study. Content of this chapter will be further discussed in the upcoming chapter.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter is aimed to expand the understanding and review the literatures of the factors of country-of-origin which are monetary perception, perceived quality, brand awareness and features related. The relevant models and theories are introduced as guidance to:

- Provide deeper insights of the research topic.
- Construct the conceptual framework.
- Setup the hypotheses.

2.1 Review of Literature

This chapter provides a review of literature and theories in deep and will serve as the basis to test and investigate the hypotheses.

2.1.1 Country of Origin

Country of origin got several meaning online but the most common definition would be the location of the brand existed or the country that the company marketing the product (Johansson et al, 1985) which been serve as reference in many studies of country of origin after that. Chattalas, M., Kramer, T. and Takada, H. (2008) had also defined

country of origin as information of location of the product is made which is normally converted to a phrase “Made in” on the product label. Next, in today market, generally the “Made in” effect can be taken as the country of origin effect on the consumer mind (Insch, 2003; Thanasuta et al, 2009).

S. A. Ahmed and D’Astous (2008) had stated a psychological process that used generally to explain the reaction to country of origin from the consumers which is the stereotyping process, supported by few articles (Maheswaran, 1994; Tse and Gorn, 1993).

The influence power of country of origin (COO) towards consumer perception is always the main part of the marketing activities especially for international marketing (Pharr, 2005; Kaynak and Kara, 2002). In other word, country of origin is one of the important segments that international marketers need to concern and putting effort on it when competing in term of global. Customers are able to gain information in term of the product details and price from the country of origin element. Berentzen et al. (2008) stated that country of origin, as an external source, is able to affect the behaviors of the customers.

Besides that, there are 2 ways to examine the country of origin effect when the customers are evaluating the products, which are the halo effect and the summary construct (Jaffe and Nebenzahl, 2001; Hong and Wyer, 1989). When the customers are not familiar the particular product, halo effect will be take place. A overall understanding of that country of origin of that particular product will come to the mind and thus used as an element to consider and evaluate the product and finally to the purchase behavior (Tse et al, 1993). In contrast, summary construct is ongoing when the consumers are familiar with the particular product. Han (1989) explained that with summary construct, the consumers are deriving and translating the product information to a country’s image and then affect the attitudes of the consumers indirectly.

On the other hand, stated by Pharr (2005) and Tse et al (1993), country of assembly (COA), country of design (COD) and country of manufacturing (COM) can be consider

besides country of origin. However, this research is focus on the dimension of country of origin and thus there will no further explain about that.

2.1.2 Purchase intention

In order to encourage the consumers to purchase, the marketers must firstly to try to trigger the consumers' purchase intention (Howard and Sheth, 1967). According to Babin, Babin and Boles (1999), purchase intention is widely used as factor to study the consumers' final purchasing decision.

Other than that, Laroche and Sakierski (1994) had defined purchase intention in simple word, which is after an evaluation in confident, an individual's intention to buy a product. Schiffman and Kanuk (2000) had stated that purchase intention got a positive relationship with the willingness to pay which meant that the higher the intention to purchase will cause the higher willingness of customer to pay for the particular product. Purchase intention can consider as the chance of a customers to purchase a product (Burton, Lichtenstein, Netemeyer and Garretson, 1998). On the other hand, Fishbein and Ajzen (1975) had clarified that a consumers' purchase intention is triggered by the consumers' attitudes and evaluation of the external factors.

Consumers' purchase intention can be affected by the external factors easily when they are making their decision. Factors such as country of origin, product price, product features will influence the consumers' decision making in their purchase process (Sheu, 2010). Yang (2009) had also said that marketers can adapt the purchase intention of the consumers as an indicator in order to help them having a better understanding towards consumers' preference, way of searching information and also alternatives evaluation.

2.1.3 Price

Pricing is always a factor with high influencing power to affect the consumers' purchase decision (Chapman and Wahlers, 1999; Munnukka, 2005; Aldhaban, 2012). According to Kotler and Armstrong (2010), the pricing is set based on the cost. Besides that, Kotler (2000) had also stated that pricing is always playing a key part in the consumer behavior. In short, when the consumers are evaluating the products and processing buying behavior, pricing will be the important determinant for them. Shenge (2010) found out that along with country of origin, price can influence the consumer behavior and also the purchase intention, among all of other factors such as quality and image.

Furthermore, price had also been found out that will affect the country of origin effect (Heslop, L.A., Liefeld, J.P. and Wall, M., 1987). Cai (2002) had stated that country of origin would influencing the consumers' buying behavior but when the consumers are taking pricing into their evaluation and consideration, the country of origin effect may be overtake by a competitive pricing strategy.

Aqueveque (2008) said, in term of country of origin, in consumers' mindset, they got a bias toward industrialized countries. By taking example from Aqueveque (2008)'s study, for the USA's product, consumers are willing to pay more for that. In other word, products from industrialized country are enjoying a higher price range than other country such as China.

Next, there is a customer perception called value for money (Lee and Lou, 1996). It is defined as the degree of quality equal to the pricing level. Veale and Quester (2009) had further supported the statement by stating that price is taking as quality indicator by the consumers especially when the consumers got less information on the particular product. In short, when consumers are not familiar with a product, they will use the price to measure the quality which meant higher price equal higher quality.

A research conducted by Pakola, Pietila Svento and Karjaluo (2007) was studying about the consumer behavior toward purchasing of mobile phone. 397 respondents had been surveyed and Pakola et al. had concluded that price is the most influencing factor on the purchase decision of the consumers. Besides that, Aidoo and Nyamedor (2008) had studied the determinants of the choice of mobile phone brand and there are 300 respondents been surveyed. They found out that high cost and price is the factors why most people not owning a mobile phone. In simple term, the people are not able to afford when the price is too high for them. Hence, price will be the determinant of the consumers' purchasing behavior.

However, there is a study conducted by Saif, Razzaq, Amad and Gul (2012) had revealed that when the consumers are moving to higher income group from lower income group, the price, as a determinant factor will going to dilute as the consumers' purchasing power is going up.

2.1.4 Perceived Quality

Espejel (2007) stated that quality can be divided into 2 dimensions which are objective quality and perceived quality. Monroe and Krishman (1985) explained objective quality as a measurable excellence in technique of the product in real while Zeithaml (1988) explained that perceived quality is an overall excellence of the product by consumer's judgment. However, this research is focusing only on the perceived quality.

Grunert (2005) had defined perceived quality as the judgment of the consumers based on the outer parts of the product or service. Purchase intention is affected by the perceived quality in a direct relationship which meant that higher the perceived quality, higher the purchase intention is (Asma, S., Abdul, G., Muhammad, I., Muhammad, Y. & Naveed, A., 2015) On the other hand, Yoon and Kim (2011) defined perceived quality as the evaluation of the product that meet the consumers' need by the consumers themselves.

Perceived quality is considered important since it brings impacts on the consumers' buying intentions (Carman, 1990; Boulding, Staelin & Zeithaml, 1993; Parasuraman, A., Zeithaml, V. & Berry, L., 1996). On the other hand, both Holbrook and Corfman (1985), Roest and Pieters (1997) were concluded that the judgment of perceived quality is happening after purchase. However, there is argument from other researchers who are Rust and Olivier (1994) stated that perceived quality can happen even pre-purchase and not only after purchase. They had posted a statement that purchase experience of the consumers make the quality assessment unneeded as the customers can gain the knowledge from their past purchasing.

According to Yang and Wang (2010), as one of the most vital factor, perceived quality is influencing the consumer buying intention. Besides that, an argument stated that consumers want to pay lesser for a product but at the same time, they want the quality of high priced.

Research from Thuy and Chi (2015) had found out the conclusion that perceived quality is one of the most affecting factors and proved the hypothesis which is the positive relationship of perceived quality and the buying intention. Besides that, Rodoula Tsiotsou (2005) had conducted a research of perceived quality as one of the factors on the purchase intention. A sample of 226 respondents with 92% response rate was taken. The study has proved the hypothesis which is with higher perceived quality from customers toward the product, higher the purchase intention of the customers toward the product. Rodoula (2005) had also said that satisfaction and perceived quality are interchangeably adapted. However, Rust et al. (1994) had revealed the differences of the satisfaction and perceived quality. They explained that satisfaction can be caused from any dimensions such as expectations and loyalty. On the other hand, perceived quality is a more direct concept towards the product and is controllable. In contrast, satisfaction cannot be control as the satisfaction judgment is from the consumers. In short, perceived quality is more likely as a factor that can influence the level of satisfaction (Caruana, 2002; Tsiotsou, 2006).

2.1.5 Brand Awareness

Aaker (1991) and Keller (1993) had taken brand awareness as the most important factor for brand equity. Keller (1993) had also stated that brand awareness is one of the factors that able to influence the buying intention of the customers. The statement had further support by Macdonald and Sharp (2000) by saying that when the customers are aware of the product, the buying intention is more likely to be triggered.

Brand awareness helps much in the brand recognize of the customers as it makes the consumers know about the brand (Heding, Knudtzen & Bjerre, 2009). Besides that, Percy and Rossiter (1992) had mentioned that brand awareness is also able to help the consumers buying behavior. Product that got high awareness will assessed as higher quality product (Wang & Hwang, 2001).

On the other hand, brand awareness can be discussed in deeper into two dimensions which are brand recognition and brand recalls (Keller, 1993). Brand recognition is very vital in brand communication which associated the brand with the consumers until they can recognized the brand name, by continuously communicate and expose the brand. It makes the customers are able to identify and differentiate a brand from others and thus forming buying intention on the brand (Percy et al., 1992). Furthermore, Grewal, D., Krishnan, R., Baker, J., and Borin, N. (1998) had mentioned that when a brand is gaining a higher level of awareness, that brand will form a good brand image and thus, will own a greater market share. Lin (2006) had further support the statement by concluded that when a product has a higher level of brand awareness, the product has higher market share.

Next, brand awareness can play a major role when the brand is going into a new market and competing with other brands. Brand awareness, from other side, can be explained as the engagement with the consumers. Hence, when entering a new market, consumers have more knowledge and are more aware of the brand, thus the brand is engaging to the consumers at a higher level (Jacobsen, 2009).

2.1.6 Perceived Features

Features for mobile phones are basically the set of function, attributes and applications that able to differentiate the product from the other products from competitors (Vigneron & Johnson, 2004). Isiklar and Buyukozkan (2007) also had carried out a study on the consumers' preferences on buying mobile phones and they revealed that features are always been used to compare among the products and had a big influence in the buying decision of the consumers. Mack and Sharples's study (2009) had further supported the statement of features as one of the dominant factors affecting the consumers' buying decision towards mobile phone. Besides that, Nowlis and Simonson (1996) stated that when customers are making a decision on a product, features, price and appearances will be the priority that affecting their choice.

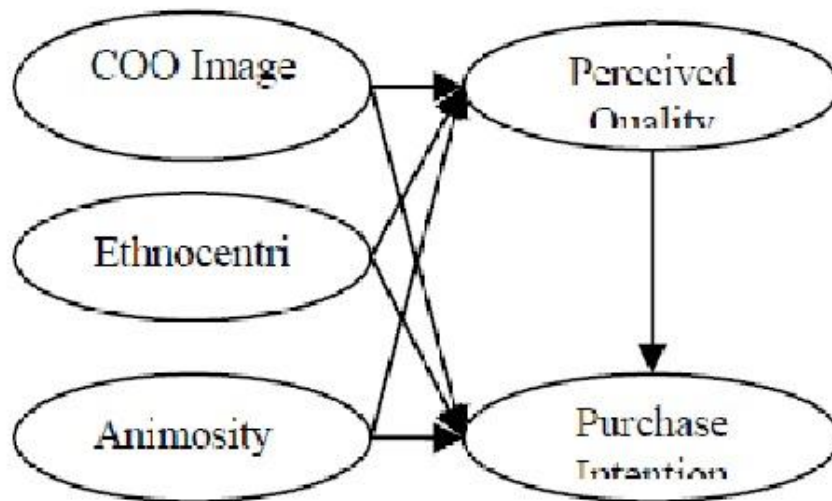
Lower price and perceived features can considered as the relative advantages of a particular product (Kurt, L., MacKenzie, H.F. & Snow, 2009). However, perceived features can be explained with the nature of relative advantage, mentioned by Tidd (2010) as the degree of the benefits that the consumers perceived as better than other competitor's products. In short, the product is necessary to have some unique features that enable the customers to perceive as greater advantages that can grab the attention of consumers to the particular product. Hence, when the product providing sufficient relative advantage, Ho and Wu (2011) stated that the product will gain better acceptability and of course, a higher speed of diffusion into the market.

On the other hand, perceived features can also link to perceived usefulness under the Technology Acceptance Model (TAM). TAM had explained the perceived usefulness as a measurement of how the consumers perceived the features and usefulness of the product and the extent of how the product is able to help the consumers to improve and enhance in other context of life. According to Venkatesh (2000), perceived usefulness can be an indicator of the willingness of the consumers to deal with a particular product, service or system. Tan and Teo (2000)'s research had also showed that perceived

usefulness is being one of the most influencing factors for consumers to adapt the new products and innovations.

2.2 Review of relevant theoretical models

Figure 2.1 The Impact of Country-of-origin Image, Consumer Ethnocentrism and Animosity on Purchase Intention.

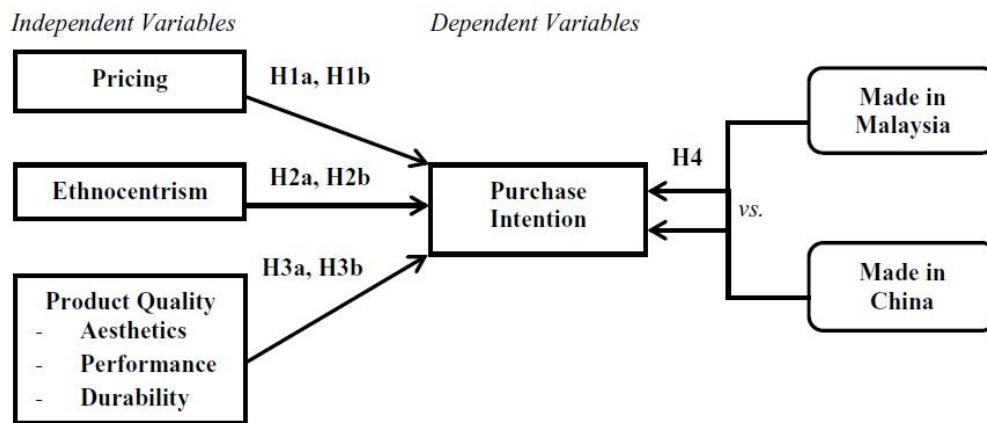


Adopted from Xianguo Li, Jing Yang, Xia Wang and Da Lei (2012). The Impact of Country-of-origin Image, Consumer Ethnocentrism and Animosity on Purchase Intention

This model is suggested by Xianguo Li, Jing Yang, Xia Wang and Da Lei (2012) when they are conducting the study of “The impact of country-of-origin image, consumer ethnocentrism and animosity on purchase intention”. The model is used to investigate the factors as mentioned towards purchase intention on the domestic and foreign products in China. The three independent variables are country of origin image, ethnocentrism and animosity, purchase intention is the dependent variable while perceived quality is the mediating variable. The research data was gathered from three Beijing universities. The sample was originally 309 respondents and after 19 subjects were eliminated due to

errors, the response rate was 93.8% and 290 respondents as final sample size. The model was built to investigate and compare the relationship of country of origin to purchase intention at 2 types of product.

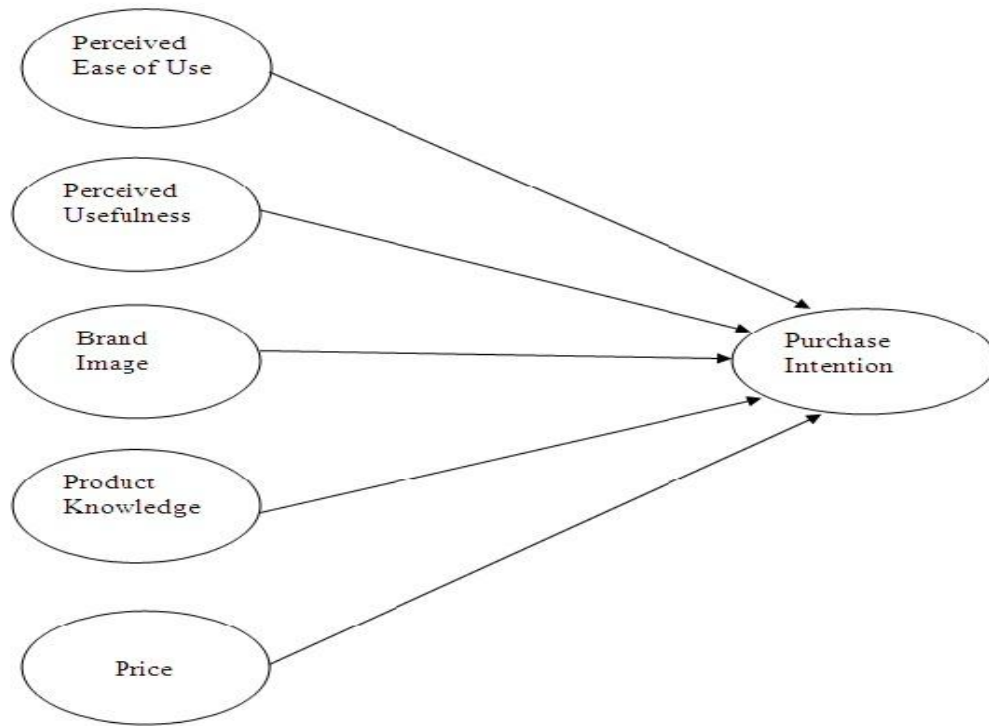
Figure 2.2 Consumer Purchase Intention toward Products Made in Malaysia vs. Made in China.



Adopted from Sharon Lew and Zuraidah Sulaiman (2013). Consumer Purchase Intention toward products Made in Malaysia vs. Made in China.

Sharon Lew and Zuraidah Sulaiman (2013) proposed this model in their research on the consumer purchase intention toward products made in Malaysia and made in China. The model is explaining the factors that influencing the purchase intention on the products that made in Malaysia and China. Pricing, ethnocentrism and product quality will be the independent variables and the dependent variable is purchase intention. The data will collected by conducting experiment face to face with the consumers. The consumers were showed some items and evaluate the intention on those items. After that, a questionnaire was distributed to the consumers to obtain a deeper evaluation of their answer before. The model was presented to study the country of origin effects by using factors such as price, ethnocentrism behaviors and quality.

Figure 2.3 Factors Affecting Bangkok-Based Consumers' Purchase Intention for Smart Phones

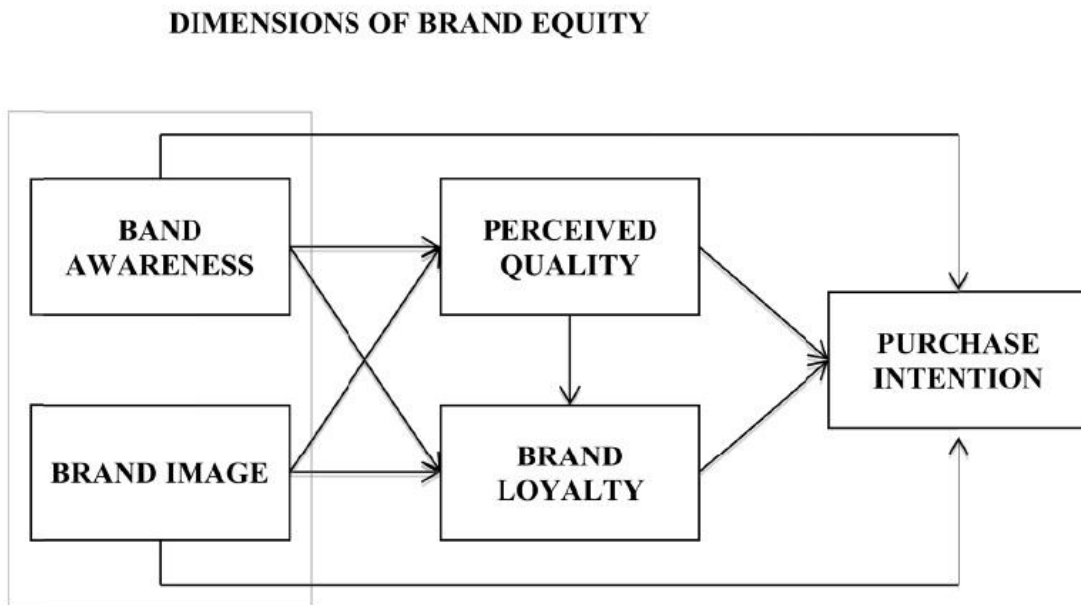


Adopted from Rabi Singh Thokchom, (2010). The Rise of an Apparatchik: Factors Affecting Bangkok-based Consumers' Purchase Intention for Smart Phones.

This model is suggested by Rabi Singh Thokchom (2010) in his study of factors affecting the consumer buying intention on smart phones in Bangkok. There are five factors, perceived ease of use, perceived usefulness, brand image, product knowledge and price as the independent variables while purchase intention is the dependent variable. The research data was collected by distribution of 400 questionnaires in some selected outlets in Bangkok.

On the other hand, the factors in this model are adapted and modified from the Technology Acceptance Model (TAM), Kotler's Buyer Decision Process and also the Marketing mix Concept.

Figure 2.4 Causal Relationships Among Dimensions of Consumer-Based Brand Equity and Purchase Intention: Fashion Industry



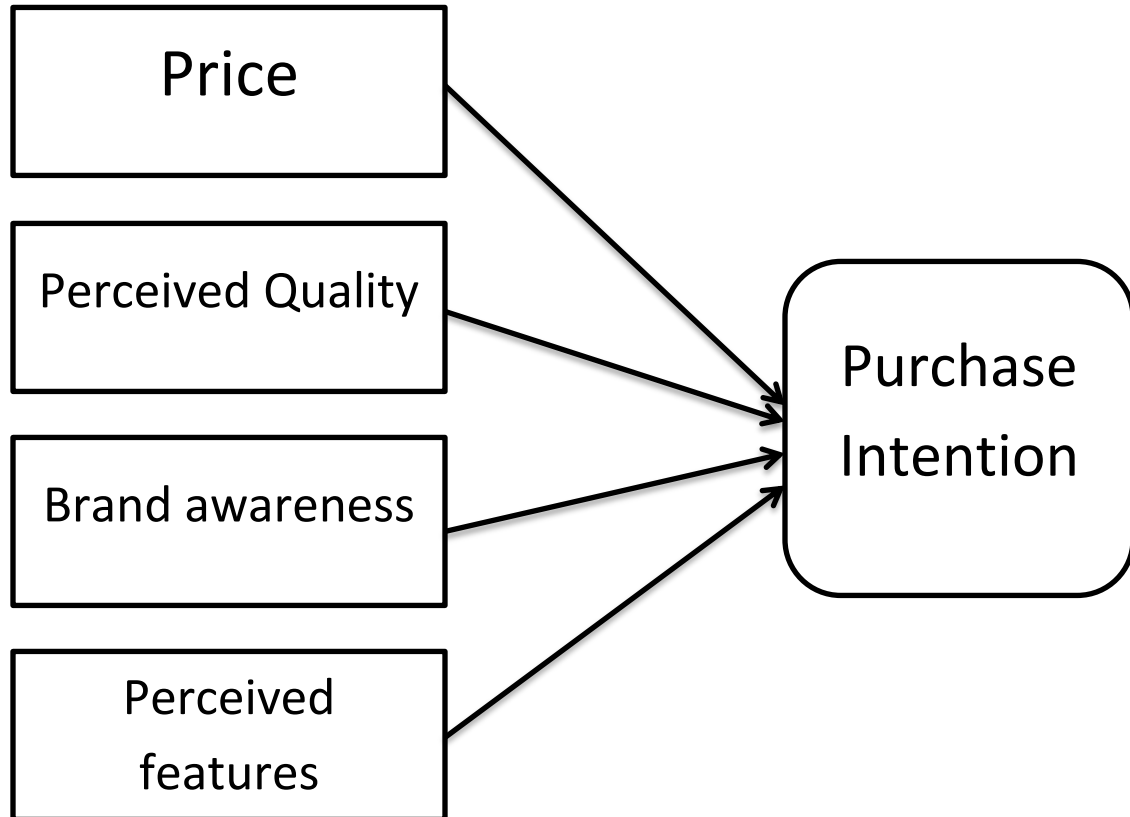
Adopted from Nasreen Khan, Syed Hamed Razavi Rahmani, Hong Yong Hoe and Tan Booi Chen, (2014). Causal Relationship Among Dimensions of Consumer-based Brand Equity and Purchase Intention: Fashion Industry.

The model is formed by Nasreen Khan, Syed Hamed Razavi Rahamani, Hong Yong Hoe and Tan Booi Chen (2014) in their study of the causal relationship of dimensions of brand equity and purchase intention in fashion industry. They are using brand awareness, brand image, perceived quality and brand loyalty as independent variables which will affecting the purchase intention, which acted as the dependent variable in this research. The research was targeted the respondents that are the 18 to 40 years old shopper and four fashion brands were taken as the stimulus brand. The research data was obtained from the 190 responded questionnaires.

This model was proposed on the support of the brand equity model by Aaker (1996) and the Keller (1993)'s customer-based equity model.

2.3 Proposed Theoretical/ Conceptual Framework

Figure 2.5 Framework



Independent Variables

Dependent Variable

Price and perceived quality, are adapted into this model as these 2 factors are the most frequently discussed to impact the purchase intention. On the hand, brand awareness had taken as factor as in brand equity model, brand awareness is the factor that able to affect the buying intention. At last, perceived features are considered as the combination of the

perceived usefulness and relative advantage after reviewing the past studies. Hence, perceived features can be counted as a single factor that is able to impact the intention of purchase. The particular model is proposed in the context of country of origin whereby to study the impact of the factors adapted on the buying intention of the China brand mobile phones.

In short, price, perceived quality, brand awareness and perceived features are the independent variables which are on the left hand side of the model above while the purchase intention is on the right hand side of the model as a dependent variable.

2.4 Hypotheses Development

Based on the conceptual framework proposed, the hypotheses are carried out as follow:

H₁= There is a significance relationship between price and purchase intention.

H₂= There is a significance relationship between perceived quality and purchase intention.

H₃= There is a significance relationship between brand awareness and purchase intention.

H₄= There is a significance relationship between perceived features and purchase intention.

2.5 Conclusion

This chapter consists of literature review of the independent variables and dependent variable in context of country of origin. Besides that, this chapter also included review of the theoretical models from the past studies and proposes of conceptual model for this research. At last, hypotheses suggested from the proposed framework will end this chapter.

Chapter 3: Methodology

3.0 Introduction

The hypotheses and theoretical framework were setup in the chapter before. This chapter is aimed to test the hypotheses. In order to do that, few methodologies are adapted to gather the data needed for the research.

This chapter consists of the research design, method of data collection, sampling design, research instrument, constructs measurement, data processing and data analysis. Pilot test was ongoing and presented in the research instrument part.

3.1 Research design

Research design is served as the base to carry out the study by guiding for collecting and analyzing the data. This study is aimed to find out the causal relationship between country of origin effect and purchase intention, in context of China brand mobile phone. Thus, this research is a causal research which to find out the relationship between each variable.

3.1.1 Descriptive research

Descriptive research had been chosen because researchers can understand the factors affecting the purchase intention, by surveying the sample in context of Ipoh consumers. The causal relationship of each variable will also investigated in the study.

3.1.2 Quantitative research

Quantitative research had been chosen since this study is needed to generalize the data and quantification the gathering and analysis of the data. In addition, the main concern of the study is the hypotheses testing and of course the relationship between the variables. Thus, quantitative approach is an appropriate way for this study.

3.2 Data collection method

Both primary and secondary data will be adapted in this study in order to collect the most accurate information. Primary data will be gathered using the questionnaires survey while online databases and journals articles will be served as sources of secondary data.

Malhotra (2006) had defined primary data as the data gathered at first time in order to solve the research problem. In this research, the primary data is gathered through the

survey method. Questionnaires are aimed to obtain the specific and true information from the respondents. Ease to administer and low cost to handle the sample size are the main reasons why survey method been chosen (Hair, Wolfinbarger, Bush, & Ortinau, 2006). 300 set of standardized questionnaires will distribute to respondents in September 2015.

Zikmund (2003) defined secondary data as the data that been gathered and interpreted by the previous researchers and able to get it from online. Secondary data such as journals articles been adapted and by referring to that, an appropriate framework and the questionnaires are able to form. Those journals articles were sourced from the online database such as ProQuest, ScienceDirect, Scopus, Emerald and other else. Relevant marketing research books are also being referred to support the theories in this study.

3.3 Sampling design

Sampling is the process of getting a sufficient number of elements from an identified population, gathered data from them and thus the results derived are able to represent the whole population. There are 5 procedures in sampling design which are the determining the target population, setting sampling frame and location, deciding the sampling elements, selecting sampling technique and also determining the sample size.

3.3.1 Target population

According to the topic of the research, the target population is the Ipoh residents. Based on the Department of Statistic Malaysia, there is population of 657892 residents in Ipoh

in year 2010. There are 249853 Malays, 290165 Chinese, 92587 Indian and 25287 belong to other ethnic group.

3.3.2 Sampling frame and location

After approaching the Department of Statistic Malaysia officer, the list of all Ipoh residents is not available and thus, non-probability techniques are adapted to be used in this research. The sampling locations are focus on the area of high flowing of people which are the shopping malls located in Ipoh. Kinta City, Ipoh Parade and Aeon Station 18 are included.

3.3.3 Sampling elements

The respondents who will be chosen in this research are the mobile users in Ipoh. This research will prior on the those users above 18 years old as they got spending power, able to fully understand the content of the questionnaires and they are exposed to more information and they got little knowledge on the brand (Ahmad & Judhu, 2010).

3.3.4 Sampling technique

As it is unavailable to get the sampling frame, non-probability sampling technique will be adapted for target selection for this study. Convenience sampling is adapted as a large number of data can be gathered economically and quickly. In short, convenience

sampling is more appropriate because it is cheaper and easier and also more suitable to investigate the individual behavior.

3.3.5 Sampling size

Sample with an amount in range of 30 to 500 are appropriate for most researchers (Roscoe, 1975). Coolican's study stated that one variable is subjected to 20 to 30 samples. There are 4 variables ready to test in this study and hence, the minimum sample will be 120. However, 300 samples are distributed in order to minimize the risk of non-target respondents and to increase the accuracy of the results derived from the data gathered.

3.4 Research instrument

The self-administered questionnaires is developed and adopted in this research. Self-administered questionnaire is able to collect the data by letting the respondents to read through the questions and answer without the present of any trained interviewer. The respondents are answering the provided alternatives and not to give new opinions. Hence, respondents are easier and taking lesser time to answer the questions. Besides that, in order to not create embarrassment or threatening to the respondents, the demographic information will be collected after the questions on variables. The questionnaires are started from the independent variables which are the price, perceived quality, brand awareness and the perceived features followed by the dependent variable, the purchase intention.

3.4.1 Questionnaire design

Closed-ended/ structured questions were adopted to form the questions where the respondents have to answer according to a set of limited choice of answer. The closed-ended type of questions can help to make the data collection easier as the responses from a large number of samples are uniform and not out of the box. In context of respondents, it is easier for them too as they can understand the questions easier and choose the answers in the box. It is a time saving method too. In short, the closed-ended questions are chosen since it convenient the parties that took part in the research.

The questionnaire is covered with a page containing the brief introduction and purpose of this research. Then, the questionnaire is consisting of 2 sections, which are the evaluation of variables in term of country of origin and the demographic information of the respondents. Questions are formed and modified by referring to the past studies of other researchers. The questionnaires are formed by using simple English to ensure the understanding of the respondents towards the questions.

3.4.2 Pilot test

Pilot test is defined as trial of data gathering to find out the weakness of the research instrument and design and also to provide a proxy data of the selected sample (Cooper & Schindler, 2006). However, a small amount of respondents that similar to the potential respondents are selected to carry out the pilot test. According to Issac and Micheal (1995), samples of 10 to 30 will be useful for the pilot testing. Hence, 30 set of questionnaires are

distributed to perform the pilot test in August 2015. The chosen respondents are encouraged to comment and critique the questionnaires on their thinking. Thus, the questionnaires can be improved to minimize the errors and unclear part after the feedback from the respondents.

After that, a reliability test of the pilot test will be conducted using SPSS. The Cronbach's alpha value is used to determine the reliability. Based on Malhotra (2006), reliability is divided into several level which are when the score is under 0.6, there is weak reliable, scores between 0.6 to 0.8 are moderate high reliable and lastly, the score between 0.8 to 1.0 are considered as very reliable.

3.5 Constructs measurement

The questionnaire consist of 2 sections, Section A is measuring the country of origin dimensions which are the independent variables and purchase intention as the dependent variable while Section B is set to obtain the demographic information of the respondents.

For section A, price factor is measuring by using the questions from the Chew Jing Qun et al. (2012) and I-Shen Chen (2010). Questions such as "Price is an important factor to consider", "The China brand mobile phone's price is affordable" and "The China brand mobile phone provides value for money" are setup for measuring the price factor.

Next, questions for perceived quality are adapted from Ramulu Bhukya (2014) and are sourced from Aaker (1991). The measures consists of questions like "I trust the quality of

China brand mobile phone”, “China brand mobile phone would be good quality” and “China brand mobile phone offers excellent features”. At the same time, questions to measure brand awareness are also adapted from Ramulu Bhukya (2014) and Nasreen Khan & Yong Hoe Hong (2015) which is also sourced from Aaker (1991). Questions such as “China brand comes to my mind quickly”, “I can recognize China brand mobile phone” and “I am familiar with China brand mobile phone” are formed to measure brand awareness.

On the other hand, perceived features are measured by the questions adapted from Chew Jing Qun et al. (2012). “China brand mobile phone offers better functions and services”, “China brand mobile phone is more reliable” and “China brand mobile phone is more fashionable” are the questions set to evaluate perceived features.

Nevertheless, purchase intention is measured by adapting the questions from Wen and Li (2013) and Tsai, Chin and Chen (2010). There are 4 questions which are the “I am willing to buy China brand mobile phone”, “I intend to buy China brand mobile phone”, “I will recommend China brand mobile phone to others” and “I will continue to buy China brand mobile phone in future”.

The questions in section A are all measured using the 7 points likert scale where strongly disagree is assigned to 1 while 7 is indicating strong agree.

For the demographic questions in section B, the measurements are adopted from the Robinson and Smith (2002) and also Han, Hsu and Lee (2009). Questions for gender and race are designed in nominal scale whereas the measurements for age, income level and education level are set in ordinal scales.

3.6 Data processing

3.6.1 Descriptive checking

Data checking is carried out to check the questionnaires and the results obtained to minimize the error. It is also to make sure that the data were key-in completely and correctly. Errors such as incomplete response, missing page and inconsistent answers can be eliminated by this procedure. For example of inconsistent error, the respondents rate strongly agree for the first attribute but pick strongly disagree for the second attribute under the same variable. The inconsistent response created a huge gap and will caused error.

3.6.2 Data editing

Data editing is the procedure that aimed to raise the accuracy of the data by revise and review the questionnaires' answer by edit or eliminate the incomplete answer or extra answers.

3.6.3 Data coding

Data coding is the step that assigned a code for each attribute in order to identify the every single item in the questionnaire (Malhotra, 2009). Coding makes the interpretation of data easier as compare to using lengthy word as description. For example, 7 answers under 7 points of likert scale will be assigned code 1-7 for each. Thus, 1 will be strongly disagree, 4 will be the neutral point while 7 will be the strong agree. Besides that, in demographic section, for gender question, male will be numbered 1 and female will be assigned as 2.

3.6.4 Data transcribing

Data transcribing is the procedure that putting the coded data into the computer SPSS version 20 in order to analyze the data obtained from the questionnaire survey.

3.6.5 Data cleaning

Data cleaning means double checking to make sure the data is clean, complete and zero error. The procedure ensures the consistency of the data and the treatment of missing answers since some inconsistent errors are due by the faulty logic, out of range or extreme values.

3.7 Data analysis

The data gathered using the questionnaire will be analyzed using the Statistical Package for Social Science (SPSS) software version 20. The SPSS software helps to derive the raw data into useful information. The SPSS software will be adopted to find out the descriptive analysis, scale measurement and also the inferential analysis.

3.7.1 Descriptive analysis

Descriptive statistics can be examining the basic characteristic of the data such as the frequencies, central tendency and also the dispersion. For this study, the items of section B, which is the demographic information, will be included into descriptive analysis. The analysis will transform the data of demographic such as gender, income level, and race and so on into results in frequency and percentage form. At last, the results will present in the table form after the analysis.

On the other hand, cross tabulation analysis will also be used in this research to figure out the relationship of the demographic data in frequency form with the DV, purchase intention. The information is useful as it provide the guidance for marketers to find out the appropriate consumer segment.

3.7.2 Scale measurement

For the section A of the questionnaire, which is asking about the attributes of the variables, ordinal scale is adopted as the options are assigned to each question and represent different degree of response. 7 points likert scale is using as rating scale for the questions in section A for the level of agreement and disagreement. Its purpose is to let the respondents understand the direction and strength of the questions.

For section B which is the demographic part, nominal scale is used since the options given are represent the different category of the people. For example, male and female are assigned as option for the question of gender, respondents are only allowed to choose one answer and that represent their characteristic and category.

The reliability test will be carry on to examine the relationship of all the items, variables and scale in the questionnaire. The test will also examined the respondents' consistency when responds toward the questions. The overall reliability will be tested. The reliability of the research will be measured by the Cronbach alpha value. The value has to be more than 0.6 to be considered as reliable.

3.7.3 Inferential analysis

Inferential analysis can be considered as the most important part in the particular research since it is able to test and answer the research question and hypotheses formed in the early chapter. As the variables are in metric scale, Pearson Correlation Coefficient and Multiple Regression Analysis will be processed.

3.7.3.1 Pearson Correlation Coefficient

Pearson Correlation Coefficient is normally processing prior to Multiple Regression Analysis. It is carried out to measure the strength of the relationship of variables in order to ensure the highly correlated variables will not influence the outcome.

The coefficient value will determine the significance of the relationship of the variables being tested. The rules of thumb of the Pearson Correlation Coefficient will be showed in the table below.

Table 3.0: Rules of Thumb of Pearson's Correlation

Coefficient Range	Strength of Association
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.00 to ± 0.20	Slight, almost negligible

Adapted from: Hair et al. (2007).

However, the researchers shall find out the problems and take corrective actions when the relationships are tested as not significance.

3.7.3.2 Multiple Regression Analysis

Multiple Regression Analysis is adopted to determine the correlation among the independent variables and also with the dependent variable. The results obtained from the

Multiple Regression Analysis will be used to prove the hypotheses, whether to accept or reject the hypotheses. Other than that, the dominant variable which affects the dependent variable, the purchase intention the most can also be derived from the analysis, by checking the Beta coefficient.

The Multiple Regression Model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Whereby,

Y = Dependent variable, DV = Purchase intention

X1 = Independent variable 1, IV 1 = Price

X2 = Independent variable 2, IV 2 = Perceived quality

X3 = Independent variable 3, IV 3 = Brand awareness

X4 = Independent variable 4, IV 4 = Perceived features

3.8 Conclusion

The Chapter 3 highlighted the methodologies used to carry out the research. In short, research design, data collection method, sampling design, research instrument, constructs measurement, data processing and method of data analysis have been outlined in this chapter.

The next chapter will examine the data and discuss the results of the analysis.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter outlined the data analysis and the results will be presented. All the data gathered will convert into relevant and useful information through the SPSS software. Descriptive analysis, internal reliability analysis and inferential analysis will be the main parts of this chapter. Significance of the variables will be tested too to investigate the hypotheses proposed in chapter before.

4.1 Descriptive Analysis

4.1.1 Respondents' demographic profile

Table 4.1 Demographic profile

Elements	Demographic profile	Number of respondents	Percentage
Gender	Male	188	62.7%
	Female	112	37.3%

Age	18-24 years old	114	38.0%
	25-30 years old	147	49.0%
	31-40 years old	26	8.7%
	41-50 years old	13	4.3%
Academic qualification	Below SPM	10	3.3%
	SPM	74	24.7%
	Diploma	57	19.0%
	Bachelor degree	140	46.7%
	Master degree	19	6.3%
Income	Less than RM1000	104	34.7%
	RM1001-RM2000	97	32.3%
	RM2001-RM3000	76	25.3%
	RM3001-RM4000	23	7.7%
Race	Chinese	136	45.3%
	Malay	90	30.0%
	Indian	52	17.3%
	Other	22	7.3%

Source: Research developed

According to the results, male respondents occupied 62.7% of the 300 respondents, which is 188 respondents while there are 112 female respondents, where is the 37.3% of the all respondents.

For age, most respondents are from the age group 18 to 24 years old and 25 to 30 years old, which acquired 38% and 49% respectively. However, there are still 8.7% of respondents are in 31 to 40 years old group, which are 26 of them. There are only 4.3%, which meant 13 respondents are from the 41 to 50 years old group.

In academic qualification section, there are 3.3%, equal to 10 respondents are below SPM. 74 respondents are holding SPM cert and 57 respondents is diploma graduated. Other than that, bachelor degree holders occupied the largest percentage of respondents, which is 46.7%, equal to 140 respondents. Lastly, there are 19 respondents holding Master degree.

For income, income group that getting less than RM1000 is the major group in the respondents, which is 34.7% and 104 respondents. The second major group would be the group getting RM1001 to RM2000, which are 97 of them, acquired 32.3%. Besides that, there are 76 respondents in the group of RM2001 to RM3000 and 23 respondents are from the high income group, where is RM3001 to RM4000.

Lastly, Chinese respondents are the major group of respondents which occupied 45.3% and 136 respondents followed by Malays respondents. 90 Malays respondents equal to 30% of the respondents. There are 52 respondents are Indian and the 22 left out will be in other race.

4.1.2 Central Tendencies Measurement of Constructs

Table 4.2 descriptive statistics- Price

Variables	Items	Mean	Standard deviation	Rank
Price 1	Price is an important factor to consider.	4.69	1.070	3
Price 2	The China brand's mobile phone's price is affordable.	5.08	1.165	1
Price 3	The China brand's mobile phone provided value for money	4.85	1.135	2

Source: Research developed

Table 4.2 is showing 3 items of price factor. Item 2 is the highest ranked with the mean score of 5.08 and standard deviation of 1.165. Price3, with mean score of 4.85 and standard deviation of 1.135, is ranked second. Lastly, Price1 is ranking third with 4.69 mean score and 1.070 standard deviation.

Table 4.3 descriptive statistics- perceived quality

Variables	Items	Mean	Standard deviation	Rank
PQ 1	I trust the quality of China brand's mobile phone.	4.15	1.343	2
PQ 2	China brand's mobile phone would be good quality.	4.11	1.335	3
PQ 3	China brand's mobile phone offers excellent features.	4.17	1.328	1

Source: Research developed

Based on the table 4.3, PQ3 got the first ranking with the 4.17 mean score and 1.328 standard deviation. PQ1 is ranked at second with the mean score of 4.15 and standard deviation of 1.343. Nevertheless, PQ2 has the lowest ranking due to mean score 4.11 and standard deviation of 1.335.

Table 4.4 descriptive statistics- brand awareness

Variables	Items	Mean	Standard deviation	Rank
BA 1	China brand's comes to my mind quickly.	4.55	1.270	3
BA 2	I can recognize China brand's mobile phone.	5.21	1.251	1
BA 3	I am familiar with China brand's mobile phone.	4.73	1.121	2

Source: Research developed

The table 4.4 is showing the items of brand awareness. BA2 is ranked first for mean score 5.21 and standard deviation 1.251, following by BA3, 4.73 mean score and 1.121 standard deviation. Last one will be BA1 with the mean score of 4.55 and standard deviation 1.270.

Table 4.5 descriptive statistics-perceived feature

Variables	Items	Mean	Standard deviation	Rank
PF 1	China brand's mobile phone offers better functions and services.	4.61	1.264	3
PF 2	China brand's mobile phone is more reliable.	4.89	1.907	1
PF 3	China brand's mobile phone is more fashionable.	4.69	1.194	2

Source: Research developed

According to table 4.5, PF2 with mean score 4.89 and standard deviation 1.907 has the highest rank. PF3 with mean score of 4.69 and standard deviation of 1.194 is ranked at second. PF1 with the lowest ranking got 4.61 in mean score and 1.264 in standard deviation.

Table 4.6 descriptive statistics-purchase intention

Variables	Items	Mean	Standard deviation	Rank
PI 1	I am willing to buy China brand's mobile phone.	3.80	1.582	2
PI 2	I intend to buy China brand's mobile phone.	3.91	1.476	1
PI 3	I will recommend China brand's mobile phone to others.	3.41	1.381	4
PI 4	I will continue to buy China brand's mobile phone in future.	3.57	1.394	3

Source: Research developed

Based on the table 4.6, PI2 ranking the highest with the mean score of 3.91 and the standard deviation of 1.476. PI1 is ranked at second with 3.80 in mean score and 1.582 as standard deviation. Next, PI4 is one the third ranking with the mean score of 3.57 and standard deviation of 1.394. Lastly, the PI3 got the lowest ranking with the 3.41 mean score and 1.381 standard deviation.

4.2 Scale measurement

4.2.1 Reliability test

Table 4.7 Summary of reliability of each variable

Variables	Cronbach's Alpha	No. of items
Price	0.818	3
Perceived Quality	0.931	3
Brand Awareness	0.703	3
Perceived Features	0.787	3
Purchase Intention	0.606	4

Source: Research developed

According to Nunnally (1978), the alpha value has to be more than 0.6 as to be considered significance. The table 4.7 shows that each of independent variables and dependent variable has scored more than 0.6 and thus all the variables are significance. In short, the respondents are able to evaluate and understand the measurements of the variables.

4.3 Inferential statistics

4.3.1 Pearson Correlation Scores

Table 4.8 Pearson Correlation scores between the Independent Variables and Dependent Variable

Variables	Correlation Coefficient	P-value
Price	0.231	P, <0.001
Perceived Quality	0.670	P, <0.001
Brand Awareness	0.214	P, <0.001
Perceived Feature	0.551	P, <0.001

Source: Research developed

Pearson Correlation Coefficient is processed to find out the strength of linear relationship between the independent variables and dependent variable, which are the price, perceived quality, brand awareness, perceived feature and purchase intention respectively. There are 2 variables, price and brand awareness got low relationship with the dependent variable while perceived quality and perceived feature got moderate relationship with the purchase intention.

4.3.2 Multiple Regression Analysis

Table 4.9 Coefficient

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1.429	.256		3.064	.002
Price	.226	.071	.153	4.57	.037
Perceived_Quality	.640	.082	.100	12.905	.000
1 Brand_Awareness	.210	.076	.091	2.058	.040
Perceived_Features	.550	.050	.534	10.956	.000

Based on the results regenerated, the equation formed based on the multiple regression model is as below:

$$Y = 1.429 + 0.226X_1 + 0.640X_2 + 0.210X_3 + 0.550X_4$$

Where, X_1 = Price

X_2 = Perceived Quality

X_3 = Brand Awareness

X_4 = Perceived feature

According to the equation, for every unit increase in price, perceived quality, brand awareness and perceived feature, purchase intention will increase by 0.226, 0.640, 0.210 and 0.550 respectively.

4.4 Conclusion

Collection of data and analysis of the data have been carried out in this chapter. The variables are being discussed and found significant. Next, implication and limitation of this study and recommendation for future research will be discuss in next chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND **IMPLICATION**

5.0 Introduction

This chapter will conclude the study with the summary of the finding. Other than that, managerial implication will also discuss in this chapter. Nevertheless, limitation of the study and recommendation for future research will also in this chapter.

5.1 Summary

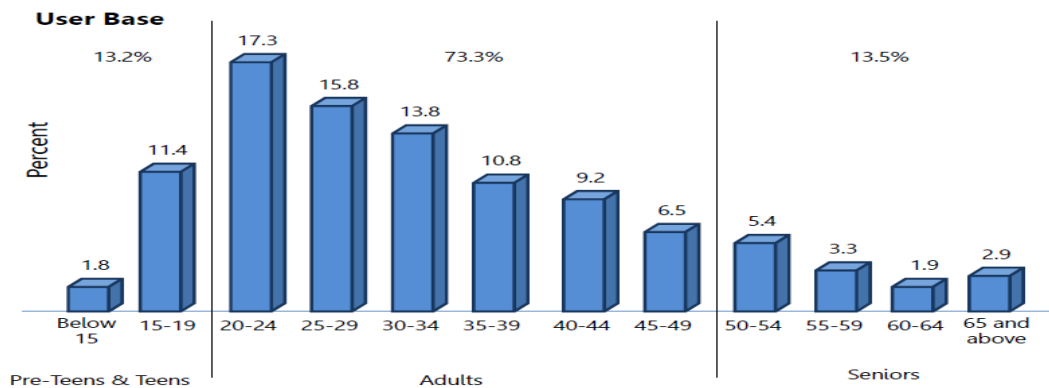
The reliability test of the variables had carried out in previous chapter. It showed that items that used to measure independent variables and dependent variable are highly reliable, which meant that the items are able to measure the variables and the respondents are understand about it. In short, it is consistent with the finding of past studies.

On the demographic profile of the respondents, there are more than 50% of respondents are male, which is 188 respondents and female respondents are 112 out of 300 samples. From the data, we can see that males are more exposed and familiar with the technology products. They got more knowledge on the branding of the mobile phones and familiar

with them. In contrast, it is difficult to get some female respondents as they are seldom exposed to those 3c products. Only well-known brands such as Apple and Samsung will come to their mind.

There are 38% and 49% of the respondents are fall under the age group of 18 to 24 years old and 25 to 30 years old respectively. According to Malaysia Communications & Multimedia Commission (MCMC), age group, 20 to 29 years old are the highest consumer base of mobile phone usage. From the data obtained, it can be concluded that it is consistent with the research done by MCMC as the respondents from this range of age had occupied the major portion of sample in this study.

Figure 5.1 Percentage of Mobile Phone users by age in Malaysia



Source: MCMC

For the income level, there are not big different among the distribution of the respondents for the income group. There is 34.7%, which meant 104 respondents are getting income less than RM1000. They are considered low income group and thus they are the consumers that always looking for cheaper and affordable mobile phones since this is hard for them afford Apple and Samsung mobile phones. The respondents fall under the Rm1001 to RM2000 income group is 97 of 300 respondents. Their situation is similar to the low income group. It will difficult for them to buy a famous brand mobile phone,

although they can afford it, but they will still seeking for an affordable phone with similar features to those big brand phones.

5.1.1 Summary of Hypotheses testing

Table 5.1 Summary of hypotheses testing

Hypotheses	Findings	Results
H ₁ = There is a significance relationship between price and purchase intention.	<0.05	Accepted
H ₂ = There is a significance relationship between perceived quality and purchase intention.	<0.05	Accepted
H ₃ = There is a significance relationship between brand awareness and purchase intention.	<0.05	Accepted
H ₄ = There is a significance relationship between perceived features and purchase intention.	<0.05	Accepted

5.2 Managerial Implications

The regression equation made in Chapter 4 is:

$$Y = 1.429 + 0.226X_1 + 0.640X_2 + 0.210X_3 + 0.550X_4$$

Where, X_1 = Price

X_2 = Perceived Quality

X_3 = Brand Awareness

X_4 = Perceived feature

From the equation, we can see that perceived quality has the most influential impact on the dependent variable, the purchase intention of the mobile phone of China brand. Perceived features and the price will be the second and third factor that brings the most impact on the buying intention.

In context of country of origin, consumers are seemed to be more concern on the quality of the mobile phone of China brand as they are not familiar with the brand from China. They have to make sure that the quality of the mobile phone is up to the standard and even can stand with the big brands such as Apple and Samsung. From last time, China is being perceived as a cheap, low quality and counterfeit brand. Since China's economic is going up, there are several brands of mobile phone in China doing well and able to grab the market share. However, the customers' perception toward China cannot be change easily and it brings impacts to the globalization of the mobile phone brands too.

Therefore, the marketers should take the quality issues of the mobile phones of China brand seriously. The marketers must always guarantee the mobile phones of China brand are up to quality standard before selling to the customers. On the other hand, mostly mobile phones of China brand are warranty protected. Thus, the marketers can enhance the services by offering some add-on and unique services. For example, when the customers' China brand's mobile phone is down and the marketers can offer delivery services and a temporary mobile phone for customers to use during the period of

reparation of their mobile phones. There are some of the methods that can be used to cover up the quality issues, just in case the China mobile phone is broken down. However, according to the advancement of the manufacturing of China, the problems of failure parts and malfunction are reduced to a minimum level.

For perceived features factor, not much marketers can do since it is the company who sets up the phone features. However, the marketers can emphasize on showing all the features of the particular mobile phones. For example, the marketers can list out the advantages of the phones in the advertisement to trigger the intention of the customers. As customers perceived that the mobile phones provide sufficient relative advantages, their interest on the mobile phone is formed. It will be the starting point of the customers to reach the final step, the purchase action. In short, marketers need to show the usefulness of the particular mobile phones to the consumers and convince the consumers about the relative advantage that the mobile phones can bring.

Price is always one of the dominant factors influencing the buying intention of mobile phones due to the findings of past studies. However, in context of country of origin, consumers are more concerned with the quality and features of the mobile phones. One judgment for this would be that consumers are not worried about the price as their parents will pay for them or since they are changing their mobile phone, they are more concerned with the quality and features that make the phones useful and durable while the price is just a temporary issue for them.

For brand awareness, marketers can put efforts on building the buzz of the mobile phone brand by requesting the existing customers to spread the word of mouth to their friends. The marketers can also promote the brand through social media as with the internet advancing, social media users are increasing rapidly. For example, as a China brand, what Xiaomi did on the social media platforms is very good. Xiaomi launched many

promotions through their website and the customers are spread positive word of mouth all around the social media and then to the global.

5.3 Limitation of Study

In this study, journals of overseas are referred and adopted since there are limited researches in local. Hence, the variables adapted might not sufficient to study the buying intention of the Ipoh consumers. As example, price is been investigated as dominant factor in many past studies but based on the finding of this research, price is the third factor in sequence that affect the intention of purchase the most. Different lifestyle and consumers behaviors are causes to this limitation. Thus, there might more significance independent variables that able to explain the buying intention more are yet to be found.

On the other hand, the problem of obtaining precise data from respondents is always challenging and debated in any survey. In order to prevent any problem arise, distribution of questionnaires physically, which meant face to face with the respondents and acquiring them to respond to the survey immediately. Sometimes there are survey method can gathered more accurate data than the sampling survey. Census survey would be one of them. However, due to limits of time and money, sampling survey is the most appropriate choice. Thus, in order to gain the best data, the author had carry out the questionnaire surveys in the shopping malls where the prospective respondents are highly concentrate since the malls always have high flows of people.

On the other side, the data are gathered from the respondents in the shopping malls. However, the findings might not sufficient to represent the Ipoh consumers.

Lastly, the data obtained are based on the measurements that referred and set based on the past studies. Thus, the measurements might not be able to fully represent what the customers are really thinking and perceiving. On the other hand, the consumers' behavior can change very fast and their intention will change from time to time. Hence, the data collected only at a particular point of time will not be able to represent the consumers' wills and opinions. Thus, qualitative study is more recommended to obtain a more promising and precise findings.

5.4 Suggestions for Future Research

First at all, in order to examine the hypotheses better, increasing of the sample size would be suggested for the future studies. On the other hand, further research on other geographical area would be recommended to gain different point of view of the factors that affecting buying intention.

This research is adopted the analytical methods due to the context of study. Thus, for the future study, it is suggested that qualitative method and other analytical ways to gain a better results.

Nevertheless, using of variety methods of distribution of survey and collection of data is recommended to the future researchers. Other than questionnaires survey, interview, group discussion, online interview, online survey and many other else are suggested. In order to gain valuable information and findings, future researchers need to be very careful on forming their questionnaires to prevent the bias.

5.5 Conclusion

In this study, all independent variables which are price, perceived quality, brand awareness and perceived features are proven to be significance impact on the intention of buying of consumers towards mobile phones of China brand. In this chapter, summary of the findings are discussed. Other than that, managerial implications, limitation of study and suggestions for future researchers are also included.

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APPENDICES

Appendix A



UNIVERSITI TUNKU ABDUL RAHMAN
ACADEMIC YEAR 2014/2015
OF BUSINESS ADMINISTRATION (CORPORATE MANAGEMENT)

Topic: Perception of Ipoh Consumers towards Mobile Phones of China Brand: A Study of Country of Origin
Survey Questionnaire

Dear respondents,

I am postgraduate student from Universiti Tunku Abdul Rahman (UTAR). The purpose of this survey is to explore the factors that directly affecting purchase intention of mobile phones of China brand. This research is very important and it enables to figure out the factors that impact the intention of buying and will provide an overview of the factors that will help in decision making of the marketers and retailers of mobile phones of China brand.

Thank you for your cooperation and participation. If you have any queries, please do not hesitate to contact me.

Instructions:

- 1) There are TWO (2) sections in this questionnaire. Please answer ALL questions in ALL sections.
- 2) Completion of this form will take you less than 10 minutes.
- 3) The contents of this questionnaire will be kept strictly confidential.
- 4) Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Acknowledgement of Notice

[] I have been notified by you and that I hereby understood, consented and agreed per UTAR notice (refer at back)

[] I disagree, my personal data will not be processed.

Sincerely,

Lai Chi Choy, 14ABM01243, chichoy91@gmail.com

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to **collection, recording, storage, usage and retention of personal information.**

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-
 - *For assessment of any application to UTAR*
 - *For processing any benefits and services*
 - *For communication purposes*
 - *For advertorial and news*
 - *For general administration and record purposes*
 - *For enhancing the value of education*
 - *For educational and related purposes consequential to UTAR*
 - *For the purpose of our corporate governance*
 - *For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan*
2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.
4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorize and consent to me processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.
2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
3. You may access and update your personal data by writing to me at chichoy@gmail.com.

Section A

Please indicate your response by circling the right number based on the scale given below:

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Price:

1	Price is an important factor to consider.	1	2	3	4	5	6	7
2	The China brand's mobile phone's price is affordable.	1	2	3	4	5	6	7
3	The China brand's mobile phone provides value for money.	1	2	3	4	5	6	7

Perceived Quality:

1	I trust the quality of China brand's mobile phone.	1	2	3	4	5	6	7
2	China brand's mobile phone would be good quality.	1	2	3	4	5	6	7
3	China brand's mobile phone offers excellent features.	1	2	3	4	5	6	7

Brand Awareness:

1	China brand's comes to my mind quickly.	1	2	3	4	5	6	7
2	I can recognize China brand's mobile phone.	1	2	3	4	5	6	7
3	I am familiar with China brand's mobile phone.	1	2	3	4	5	6	7

Perceived features:

1	China brand's mobile phone offers better functions and services.	1	2	3	4	5	6	7
2	China brand's mobile phone is more reliable.	1	2	3	4	5	6	7
3	China brand's mobile phone is more fashionable.	1	2	3	4	5	6	7

Purchase Intention:

1	I am willing to buy China brand's mobile phone.	1	2	3	4	5	6	7
2	I intend to buy China brand's mobile phone.	1	2	3	4	5	6	7
3	I will recommend China brand's mobile phone to others.	1	2	3	4	5	6	7
4	I will continue to buy China brand's mobile phone in future.	1	2	3	4	5	6	7

Section B: Demographic Questions

Please select one option from each of the following questions:

1. Gender:

- A) Male
- B) Female

2. Age:

- A) 18 – 24 years old
- B) 25 – 30 years old
- C) 31 – 40 years old
- D) 41 – 50 years old
- E) 51 years old and above

3. The highest academic qualification:

- A) Below SPM
- B) SPM
- C) Diploma
- D) Bachelor Degree
- E) Master Degree
- F) PhD

4. Monthly income:

- A) Less than RM1000
- B) RM1001 – RM2000
- C) RM2001 – RM3000
- D) RM 3001 – RM4000
- E) Above RM4001

5. Race:

- A) Chinese
- B) Malay
- C) Indian
- D) Other