

REPURCHASE INTENTION TOWARDS HUAWEI
SMARTPHONE BRAND

BY

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TABLE OF CONTENTS

Copyright	II
DECLARATION.....	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENTS.....	V
LIST OF TABLES	VIII
LIST OF FIGURES	IX
LIST OF APPENDICES.....	X
LIST OF ABBREVIATIONS	XI
PREFACE	XII
ABSTRACT	XIII
Chapter 1: Research Overview	1
1.0 Introduction.....	1
1.1 Research Background.....	1
1.2 Research Problem.....	3
1.3 Research Objectives	4
1.3.1 General Objectives.....	4
1.3.2 Specific Objectives	4
1.3.3 Research Questions.....	4
1.4 Hypothesis of the Study.....	5
1.5 Significance of the Study.....	6
Chapter 2: Literature Review	7
2.0 Introduction.....	7
2.1 Underlying Theories.....	7
2.1.1 Unified Theory of Acceptance and Use of Technology (UTAAT).....	7
2.1.2 Theory of Reasoned Action (TRA)	9
2.2 Review of variables.....	10

2.2.1 Repurchase Intention	10
2.2.2 Price	11
2.2.3 Quality.....	12
2.2.4 Brand Image	13
2.2.5 Peer Influence.....	14
2.2.6 Brand loyalty	15
2.3 Proposed Conceptual Framework	16
2.4 Hypothesis Development.....	17
2.4.1 The relationship between price and consumer repurchase intention	17
2.4.2 The relationship between quality and consumer repurchase intention	17
2.4.3 The relationship between brand image and consumer repurchase intention	18
2.4.4 The relationship between peer influence and consumer repurchase intention	19
2.4.5 The relationship between brand loyalty and consumer repurchase intention	19
Chapter 3: Research Methodology	20
3.0 Introduction.....	20
3.1 Research Design.....	20
3.2 Sampling Design	20
3.2.1 Target population.....	20
3.2.2 Location.....	21
3.2.3 Sampling Technique	21
3.2.4 Sample Size	21
3.3 Data Collection Method	22
3.3.1 Primary Data.....	23
3.3.2 Secondary Data.....	23
3.4 Constructs Measurement	23
3.4.1 Origin of Constructs.....	23
3.4.2 Scale of Measurement.....	26
3.5 Pilot test.....	27
3.6 Proposed Data Analysis Tool	28
3.6.1 Data Analysis.....	28

3.6.2 Descriptive Analysis	28
3.6.3 Pearson Correlation Coefficient	28
3.6.4 Multiple Linear Regression	29
Chapter 4: Data Analysis	30
4.0 Introduction.....	30
4.1 Descriptive Analysis	30
4.1.1 Demographic Profile of Respondents	31
4.2 Reliability Test.....	38
4.3 Inferential Analyses.....	39
4.4 Test of Significance.....	43
Chapter 5: Discussion, Conclusion and Implications	45
5.0 Introduction.....	45
5.1 Discussions of Major Findings	45
5.1.1 Brand Loyalty	46
5.1.2 Quality.....	47
5.1.3 Brand Image	48
5.1.4 Peer Influence.....	49
5.1.5 Price	50
5.2 Implications of the Study.....	51
5.3 Limitations of the Study	52
5.4 Recommendations for Future Research	53
REFERENCES.....	54
APPENDICES.....	58

LIST OF TABLES

	Page
Table 3.1: Origin of Constructs	23
Table 3.2: Pilot Test	27
Table 4.1: Gender	31
Table 4.2: Nationality	32
Table 4.3: Age	33
Table 4.4 Current Status	35
Table 4.5 Purchase Other Smartphone Brand Before	36
Table 4.6 Expenses on Smartphone	37
Table 4.7 Reliability Statistic for Actual Research	38
Table 4.8 Correlations	39
Table 4.9 Model Summary	40
Table 4.10 ANOVA	40
Table 4.11 Coefficients	41
Table 5.1 Discussions of Major Findings	45

LIST OF FIGURES

	Page
Figure 2.1: UTAUT Model	8
Figure 2.2: TRA Model	9
Figure 2.3: Conceptual Framework	16
Figure 3.1: Market Share of Mobile	22
Figure 4.1: Gender	31
Figure 4.2: Nationality	32
Figure 4.3 Age	33
Figure 4.4: Current Status	34
Figure 4.5: Purchase Other Smartphone Brand Before	35
Figure 4.6: Expenses on Smartphone	36

LIST OF APPENDICES

	Page
Appendix A - Survey Questionnaire	58
Appendix B – SPSS Output	64

LIST OF ABBREVIATIONS

A	Agree
BI	Brand Image
BIN	Bachelor of International Business
BL	Brand Loyalty
D	Disagree
N	Neutral
P	Price
PI	Peer Influence
Q	Quality
RI	Repurchase Intention
SA	Strongly Agree
SD	Strongly Disagree
SPSS	Statistical Package for Social Science
TRA	Theory of Reasoned Action
US	United States
UTAAT	Unified Theory of Acceptance and Use of Technology
UTAR	Universiti Tunku Abdul Rahman

PREFACE

In smartphone industry, the rapid development of new operating systems and applications cause the number of smartphone users to increase and it creates a strong demand throughout the world (Goncalves, 2019). Taylor and Harper (2001) stated that smartphone plays an important role in social network and the branding and appearance of smartphone helps customers to demonstrate their street credibility.

Brands such as LG, Apple, HTC, Sony, Nokia, and Samsung are famous in Malaysia smartphone industry (Yee, 2013). Based on the Statistics Portal, Statista (2019) highlighted that Samsung was the top smartphone vendor with 33 percent of market share in Malaysia at the end of 2016.

Huawei is a China private corporation founded in 1987. According to Huawei official website (2018), Huawei act as main worldwide provider of information and communications technology (ICT) infrastructure and smart devices. They provide smart devices to enrich the digital experience of people in their daily life and create value by providing consumers a secure, stable, and reliable services to meet the consumers' needs.

Therefore, researcher was determined to examine the factors that influence customers repurchase intention of Huawei smartphone brand.

ABSTRACT

In this research, the aim is to focus on the consumer repurchase intention toward Huawei smartphone brand. There has been previous research that consumer have some pre-set anticipation with a particular brand and would purchase the product to satisfied their desire. Consumer satisfaction depends on several on several ways that the firm serve its consumers to fulfil their needs by providing goods and services effectively and effectively. Researcher has identified the consumer to have the intention to repurchase that are affected by various factors such as peer influence, price, quality, brand image and brand loyalty. Researcher will explain about the dependent variable and each independent variable in literature review. Besides, the hypothesis also showed there is a significant positive relationship from price, quality, brand image, peer influence and brand loyalty towards consumer repurchase intention towards Huawei smartphone brand based on the research of previous researchers. The primary data were collected through google form and secondary data is based on the journal and website. The sample size for this research is 300 respondents and Huawei user will be the target population. Next, research instrument and constructs management will be conducted. Besides that, data processing and data analysis will be carried out as well. After collecting the data from survey questionnaire, the researcher will analysed through Statistical Package for Social Science (SPSS) version 20.0. Research will interpret the result with charts and table. Lastly, managerial implication, limitations and recommendations for prospect research was included in the study. This research will also contribute to academics who wish to conduct study in related field to gain deeper insights and marketer to understand the needs and wants of consumers.

Chapter 1: Research Overview

1.0 Introduction

This research is to find out the factors that affect the repurchase intention towards Huawei smartphone brand. First, research background and the problem statement are included in this chapter, which is the intention and perception of consumers. Next, researcher will state out the research question and research objective. Finally, the significance of study will be explained in this chapter too.

1.1 Research Background

In this modern day and age, China's smartphone brands have been growing rapidly and trending in the smartphone market and able to compete against the traditional main players in the market such as Apple and Samsung (Savov, 2019). Among the most successful Chinese Smartphone brand is Huawei (Savov, 2019) which is also the brand I have chosen for my research. Huawei is a Chinese multinational telecommunications equipment and electronics manufacturer. The headquartered of Huawei is in Shenzhen.

This research is conducted to investigate the consumer repurchase intention toward Huawei smartphone brand. Nowadays, Huawei has been blacklisted by the United States (US) in the escalating trade war between US and China. Besides, Google has complied with the executive order from US which suspend Huawei's access to updates of its Android operating system. This has threatened Huawei to maintain its position as the world's second largest smartphone manufacturer. Therefore, researcher wants to find out if consumers will still buy its phone without Google services under US trade ban.

Repeat-purchase can be expressed as a consumer's actual behaviour which is resulting in the purchase of the same product or service on more than one occasion. The majority of consumers' purchases are likely to repeat purchases. Retention is another common term for repurchase. Repurchase intention is observed to be one of the most significant variables in relationship of marketing (Fullerton, 2005).

Repurchase is the actual act that the decision of customer to engage in future activities with the same seller (Hume, 2007). There has been previous research that consumer have some pre-set anticipation with a particular brand and would repurchase the product to satisfy their desire. Consumer satisfaction depends on several on several ways that the firm serve its consumers to fulfil their needs by providing goods and services effectively and effectively. Repurchase intention is recognized as an important concept in service industries to maximize the firms' market share and increase its revenue. It can also decrease the cost of getting and holding back (Roberts, 2005).

Huawei has been chosen in this research as there is an important expansion in Huawei and the consumer repurchase intention has been increasing in this few years. Huawei's revenue for the first quarter of 2019 totalled 179.7 billion Yuan (\$26.8 billion), a 39 percent year-on-year increase (Kharpal, 2019). However, there are also some users ponder to switch smartphone brand after knowing Google no longer provide software and support for Huawei (Gibbs, 2019).

1.2 Research Problem

In the past, many consumers perceived products that is made from China are low end, non-durable, cheaper price and image. However, the recent outstanding performance in term of sales (Shen, 2019). According to China Mandarin News, China's high-tech and high end 3C companies particularly Huawei has made researcher wanted to study the consumer repurchase intention toward China brand smartphone, Huawei. Therefore, we should take this opportunity to study systematically the reason behind consumer repurchase intention toward Huawei brand smartphone.

The aim of this research is to investigate the vital factors that affect consumers' repurchase intention towards Huawei smartphone brand even if without Google services under US trade ban. Researcher has selected brand image, price, quality, brand loyalty and peer influence as the independent variables while repurchase intention as the dependent variable. Nowadays, US political issues had threatened the company profit of Huawei indirectly. Next, Huawei is encountering a problem which is Google stop supplying their services to Huawei because Huawei has been blacklisted by US. The news adds to fears that a cold war is beginning between the US and China in the technology sector with profound implications for Huawei, which is currently in the eye of the storm. (Soo, 2019) Besides, Google has complied with the executive order from US which is suspending Huawei's access to updates of its Android operating system. It also means that overseas buyers may consider again before buying a new Huawei phone.

1.3 Research Objectives

1.3.1 General Objectives

- To investigate the factors that affect repurchase intention toward Huawei smartphone brand

1.3.2 Specific Objectives

- To determine effect of brand image, price, quality, brand loyalty and peer influence on consumer repurchase intention towards Huawei smartphone brand

1.3.3 Research Questions

- Does brand image, pricing, quality, peer influence and brand loyalty affect consumer repurchase intention toward Huawei smartphone brand?

1.4 Hypothesis of the Study

In this research, there are five hypotheses will be tested.

H1 = There is significant relationship between price and consumer repurchase intention towards Huawei smartphone brand.

H2 = There is significant relationship between quality and the consumers repurchase intention towards Huawei smartphone brand.

H3 = There is significant relationship between brand image and the consumers repurchase intention towards Huawei smartphone brand.

H4 = There is a significant relationship between peer influence and consumer repurchase intention toward Huawei smartphone brand.

H5 = There is a significant relationship between brand loyalty and consumer repurchase intention toward Huawei smartphone brand.

1.5 Significance of the Study

The outcome of the research is that the researcher able to broaden the knowledge of understanding of consumer behaviour in the marketing field. The research will benefit smartphone retailers, manufacturers, marketers and others business related field. The research also can be an important experience for Malaysia's industrialization progression since our current prime minister had implement "look east policy" whereby he encouraged Malaysian to learn from Japan, South Korea and the latest China PR in term of how industrialization had brought economic progression to the nation's economy (Mahathir, 2011).

In this study, researcher ought to find out the factor that contribute to consumers' repurchase intention towards Huawei's smartphone brand based on few factors on the research that researcher had accomplished. This can help the marketer to improve the sales as the marketer can identify the wants and needs of consumers through this study which indirectly affects the development and profit of the company.

In addition, marketers can find out the most important repurchase intention factors and analyse the reason behind these factors, or consumers can find it out their own or with their seller. Finally, more explanation on the following chapters will help our customers, marketers or future researchers to understand and comprehend of the factors that affect consumers' repurchase intention towards Huawei smartphone brand.

Chapter 2: Literature Review

2.0 Introduction

This chapter will elaborate the independent variable and dependent variable which is linked to the underlying theories. There are five independent variables can explain the customers repurchase intention towards Huawei smartphone brand which are peer influence, price, quality, brand image and brand loyalty. Other than that, researcher will label the conceptual framework to present the relationship among the variables. Researcher also will summarize the literature review from the journals and past research in this chapter.

2.1 Underlying Theories

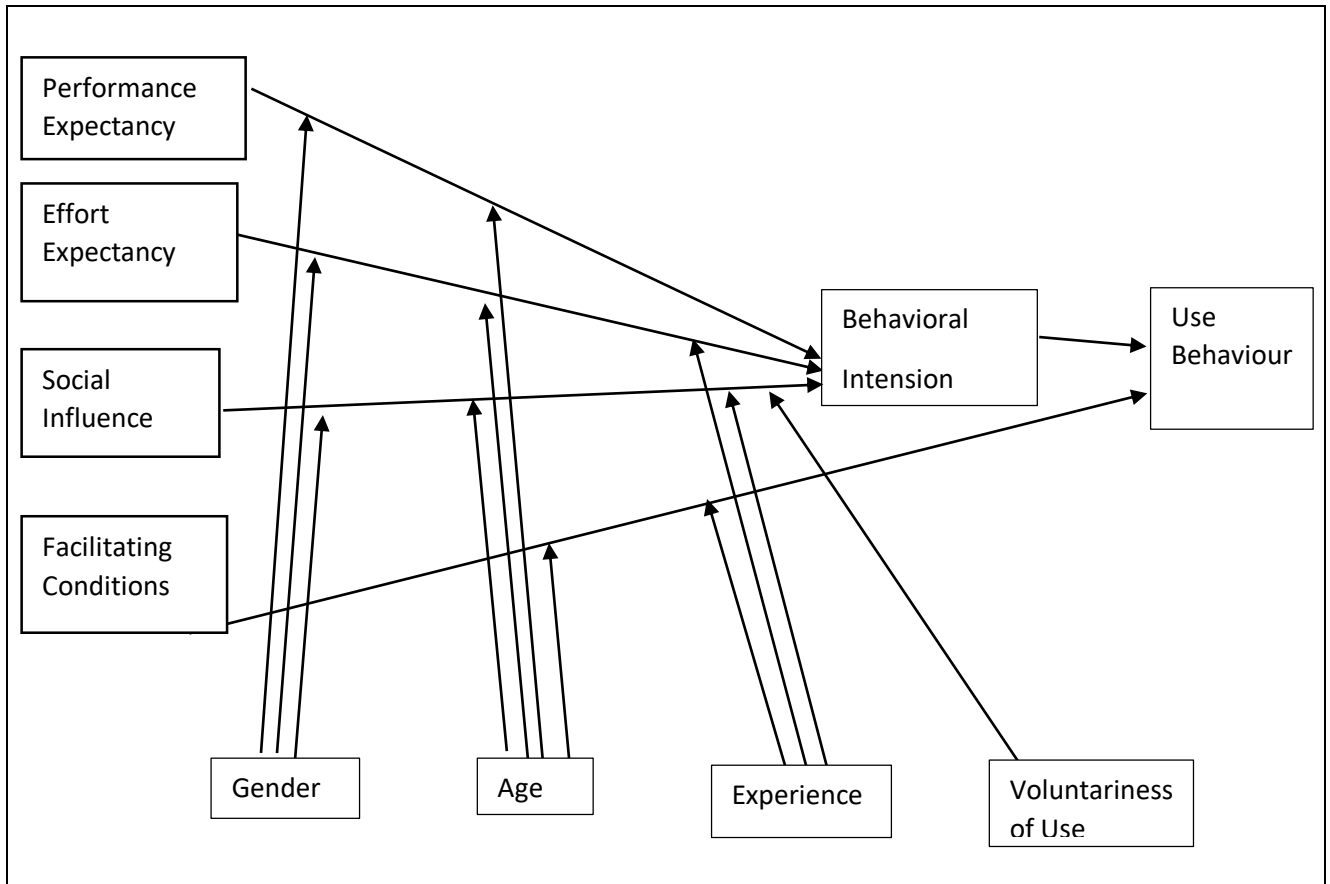
Researcher has identified various factors that affect clients when making mobile phone repurchase decision. However, so as to design a conceptual framework to examine the important of all these factors, some of the most widely used behavioural intention models related to the research topic must be studied.

2.1.1 Unified Theory of Acceptance and Use of Technology (UTAAT)

The Unified Theory of Acceptance and Use of Technology (UTAAT) is applied in this research. According to Venkatesh (2013), there are four constructs in UTAAT. The first construct is performance expectancy, followed by effort expectancy, next is social influence and last construct is facilitating conditions. These constructs have been theorized in formulating UTAUT. The aim of the construct is to determine user acceptance such as usage behaviour on technology. The theoretical attitude towards the use of technology, self-efficacy, as well as anxiety is not a direct determinant of

intention (Kriponant, 2007). The crux moderators in the model are age, gender, experience, as well as voluntariness.

Figure 2.1 UTAUT Model

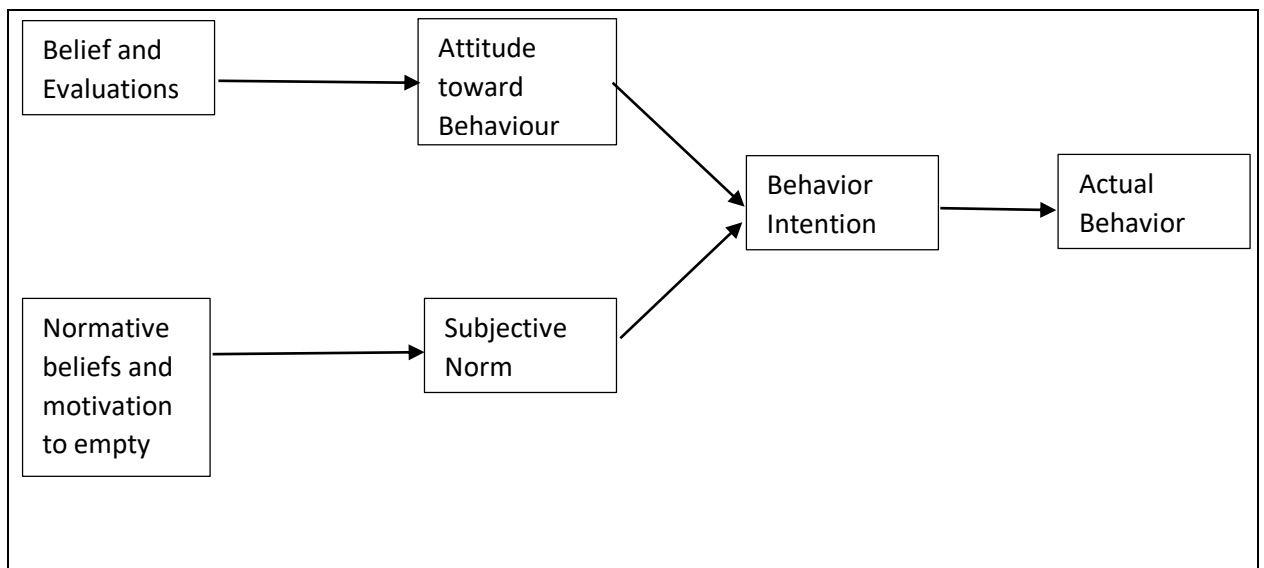


Adapted from: (Samaradiwakara, 2014). Comparison of existing technology acceptance theories and models to suggest a well improved theory/model. *International Technical Sciences Journal*, 1(1), 21-36.

2.1.2 Theory of Reasoned Action (TRA)

Theory of Reasoned Action (TRA) emphasizes the fact that an actual behaviour of an individual is driven by consumers' behaviour intentions, which in turn driven by the individual attitudes toward specific products and the influence of subjective norms on the actual behaviour performance. TRA considers that an individual's experience the ultimate purchase behaviour by reasonably evaluating alternatives and assessing expected performance beliefs during attitude formation.

Figure 2.2 Theory of Reasoned Action (TRA)



Adapted from: Sujata., et al (2015). Conceptual paper on factors affecting the attitude of senior citizens towards purchase of Smartphones. *Indian Journal of Science and Technology*, 8(S4), 83-89.

2.2 Review of variables

2.2.1 Repurchase Intention

According to Filieri & Lin (2017), repurchase intention is defining as the continuance intention theory, which explains that repurchase action or continued apply of the product after the primary use of the same product. In the research, it shows that the components that influence repurchase intention are aesthetic factor, product functional factor, social-cultural factor and brand-related factor.

Based on Pee (2018), they claimed that repurchase intention is based on consumer satisfied level on their initial adoption of the products. A satisfied consumer will be more consider in repurchasing the products while dissatisfied consumer will be less consider to purchase again the products. Besides, some researchers stated that repurchase intention is the possibility of the user to repeat buying the same products in future (Bojei & Hoo, 2012).

Moreover, Nurdani & Sandhyaduhita (2016) defined repurchase intention as an evaluation of consumers to purchase more products and services from the same dealers by premeditate the situation and current state. Consumer repurchase intention also can be explained by the concept of 'behavioural intention' as it also include the word-of-mouth disposition and complaint disposition and the factors which will the repurchase intention include product quality, previous behaviour, brand loyalty, consumer satisfaction and product trust (Setiowati & Liem, 2018). Heriyati & Budharani (2018) stated that consumer tend to purchase the same products is repurchase intention and consumer will repurchase if they satisfied with the previous purchase experiences. Thus, in this research assignment, researcher is going to find out the effect of price, brand loyalty, peer influence, product quality and brand image toward consumer repurchase intention on Huawei brand smartphone.

2.2.2 Price

Price is an amount that are charged for a product or service, or total amount that customers are willing to exchange to acquire the benefits or using the product or service (Kotler, 2001). Sometimes the price of a goods may include some combination of other products and the accompanying services that goes along. Malaysian government issued a RM200 smartphone rebate to people aged 21 to 30 and those with a monthly income below RM3000 per month in 2013 (The Star, 2013). Chew (2012) identified that among Malaysian young adult population, the price is a significant factor in smartphone repurchase intention.

Price is main consideration for customer when they decide to make a purchase of smartphone. Price is a variable that consumers are willing to pay in exchange for something with money. Marketer may include the extra cost into the smartphone price. For example, transportation costs, market research cost, packaging cost, advertising costs, material cost and labour cost. Pricing also can decide the quality of the product and service. On the other hand, price can also be defined as an amount paid for a product or a service (Tran, 2018). Price is an element that present inside the marketing and advertising mixture and it can truly impact the profit of organization earn from the product at every single time.

Consumers will compare the price of the specific products and the price of the similar products to see which one of it is cheaper and thus price will influence consumers to buy a product. It has a direct effect on behavioural and action of client. If consumers check with the market of smartphone, the consumers will find the different smartphones have different prices and the customers will find out some phones are expensive or cheap. If consumers are satisfied with the product, they would not mind to pay a higher price for it. Next, some customers purchase phone at high price to show their social status. However, when the goods have the same feature, the client would buy the goods with lower price. For example, some consumers will consider and compare between

price policy and promotion of every shop. Due to the price establishes brand image in the consumer's eyes, the price level has positively influence behavioural intentions.

2.2.3 Quality

Quality define as the overall ability of the product or services that provide alternative benefits to fulfil the consumer needs (Reich, 2006). Based on Tran (2018), consumers expect a consistent quality of a product over time. Besides, consumers tend to assume the quality of product is high or acceptable if the product could fulfil their expectation (Chinomona & Maziriri, 2017). It has found that product specification such as size, durability and portability could affect the evaluation of the product quality (Zahid & Dastane, 2016).

A product is anything that might satisfy the demand and can be used to provide attention, acquisition, use, or consumption to the market. Product Quality is the customer's perception of the overall quality or advantageous of the product or service with respect to its intended purpose, relative to alternatives (Ehsani, 2015). Based on (Kotler & Amstrong, 2012), they also stated that product quality is the characteristic of a product or service that bear on its ability to satisfy stated or implied customer needs. Quality shows the feature of smartphone products that base on the company's capability to satisfy customer requirements.

According to Kotler & Amstrong (2012), they also proposed that the product quality is seen from the customer's perspective but not only place themselves in company standpoint. Other than that, there are two significant element that will bring effect to the product quality which are expected product quality and the perceived product quality. For example, when the perceived product quality is in the customer's

expectation, then consumers will assume and evaluate it is a good quality and they will feel satisfied with it. Whereas, if the perceived product quality is not in their expectation, customer perceived quality of product as a bad product quality. Hence, the evaluation of both bad and good product depends on the capability of the company to meet the customer expectations.

2.2.4 Brand Image

Brand image is a very important element as it shows how great is the impression of the product or services provided in the consumer's perspective. By having a positive brand image, consumers will be more attracted and hence, this will unintentionally help in the growth of the company. Besides that, a positive brand image will also build loyalty and trust with the consumers as the product or service provided is up to their expectation and could satisfy their needs. This will increase the stability of the brand in the market share. According to (Wijaya, 2013), brand image plays a big part in the development of a brand as brand image carries its reputation and credibility.

Brand image helps to differentiate brand from competitors and increase repurchase intention of consumers by satisfying their needs (Hsieh, 2004). Brand image influence the decision-making of consumers when evaluate alternative products (Faircloth, 2001). According to Lee, James & Kim (2014), brand image helps marketers to position their product and target their market segment easily. Besides, brand image could summarize functions and physical features of the product and create full set of consumers' impressions through their consumption and observation (Song, 2019).

Brand image can influence brand love and hence will lead to active customer engagement. Brand image is defined as a brand that crosses the consumer's mind and

consumer's thoughts about the certain brand. As mentioned in this study, brand image positively affects brand love and brand love has a significant relationship with active engagement (Sallam, 2018). Hence, this shows that there is a positive relationship between brand image and repurchase intention.

2.2.5 Peer Influence

According to Brunner & Ostermaier (2019), peer influence is the peer behaviour of a person that form the expressive norm, which is powerful than injunctive norm. A psychology research had found that people tend to meet the behaviour of the people they had observed although it is not their immediate self-interest. For example, people will follow the trend of fashions like others without given reward or punishment. Moreover, this researcher stated that peer influence is the direct or indirect motivation from one's own age group to involve in the activities that one would or would not want to participate in. It may or may not be recognize positively but its' influence on purchase is definitely positive (Gulati, 2017).

Besides, peer influence could be explained as an individual's attitudes, beliefs and actions are affected by peers and most of his payments were due to peer influence. Some researchers stated that there were three types of peer influence, which were informational, utilitarian and value expressive. Informational influence is that an individual look for information from others and make decision upon peers' understanding. Utilitarian influence is that an individual meet the preferences, likings, expectations or approvals of others as they believe that his behaviour shown would get reward or punishment from his peers. Value expressive influence is that an individual's aim to exploit his personality by relating or not relating with others (Gupta, 2015).

Next, social influence is the proportion to individual recognize that their peers trust that they should use specific technology or products. Reference group theory also shown that an individual's purchase decision can be influence by the suggestion of the peers. This reference group has a likely influence to other social factors include peer influence and it can be treated as an immediate stator of behavioural intention (Hsu & Lin, 2016).

2.2.6 Brand loyalty

According to Moosavi (2013), brand loyalty defined as a consumer preference in purchasing a specific brand in a product category, it happens during consumer determine a brand provides the product features in or beyond their expectation, image or the quality level at the right price. It can occur to a consumer as it is a long experience of utilizing a particular product. It has also created a high level of trust that developed as a consequences of the long history usage. It implies the consistent repurchase of a brand that result from a positive experience of consumers toward the brand or product. Consumers that are brand loyalty tend to pay higher price and they are prone to less price sensitive toward price increase.

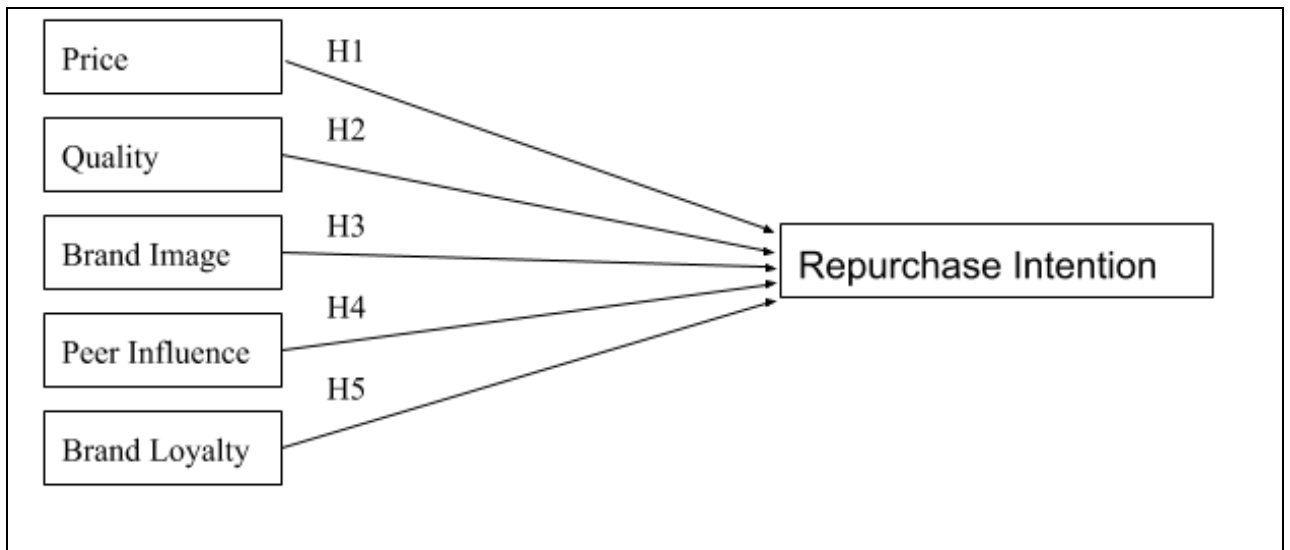
There are also some researchers has categories brand loyalty into a pyramid with five tiers. The bottom most categories represent the clients that are not loyal to the brand. The second level are consumers that are satisfied with the product. The next level are satisfied client with intention to change phone but do not want to risk buying or changing other product brand and this kind of client might become a habitual buyer. The next level is loyal consumer that consider the brand as a trusted brand. The top most categories are committed consumer and are extremely loyal to the brand. They feel proud to use the product and they will recommend and introduce the product to others (Ahmed & Moosavi, 2013). Thus, brand loyalty are tied more closely to the user experience as it cannot be achieved and exist without prior purchase and use experience.

According to Ahmed and Moosavi (2013), brand loyalty is the customer’s propensity to buy the same brand’s products continuously. Consumer behaviour patterns indicate that consumers will purchase products from a company continuously because it has developed a trusting relationship between consumers and the products. Enhancing customer loyalty can provide benefit for business organization since the business organization does not need to allocate money and resources to attract new customers.

2.3 Proposed Conceptual Framework

The conceptual framework shows both dependent variable and independent variables which are linked and used to conduct a test on this research. Figure (2.3) shows the five independent variables includes price, quality, brand image, peer influence and brand loyalty that will affect the dependent variable which consumer repurchase intention toward Huawei brand smartphone.

Figure 2.3 Conceptual Framework



Sources: Developed for the research

2.4 Hypothesis Development

2.4.1 The relationship between price and consumer repurchase intention

Based on Tran (2018), the price level increase tolerance would affect the maximum price rise. Customers that are satisfied are willing to accept for the product purchased and service used. If the actual price increase is beyond the threshold, even customer that are satisfied would venture and look for other alternative company for the product that are similar. Researcher found that different prices of smartphone can affect the profit of organization in different way. Price has positively relation towards consumer repurchase intention because customer willing to pay higher price for a product when they are satisfied with the product. However, some consumer may purchase high priced smartphone as a symbol of social status.

H1: There is a significant relationship between the price and consumers repurchase intention towards Huawei smartphone brand.

2.4.2 The relationship between quality and consumer repurchase intention

Based on Naing & Chaipoopirutana (2014), the Pearson correlation results shows 0.466 correlation value, which means quality have moderated positive relationship with repurchase intention. It stated that the consumer intention to purchase smartphone increase when perceived quality is maximized. Consumer repurchase intention is directly affected by quality as they tend to look for the product quality before purchasing a smartphone (Saleem et al, 2015). A research on SEA young adults purchase intentions towards smartphone brand showed that the young adults will consider the past experiences feelings about the smartphone in purchase decision (Zahid & Dastane, 2016). If consumer is unsatisfied with the previous experience, they will lower their trust toward the same smartphone brand.

H2: There is significant relationship between quality and the consumers repurchase intention towards Huawei smartphone brand.

2.4.3 The relationship between brand image and consumer repurchase intention

According to Tulipa & Maljani (2015), brand image has positive relationship with consumers repurchase intention which stated that consumers often purchase well-known brand that could reduce purchase risk and satisfy the consumer's desire. He also stated that the chance of consumer interest to make a repeat purchase increase as they perceived a high brand image. This study is supported by a research study with a sample size of 400. Consumers will consider the smartphone brand image to make purchase decision (Thokchom, 2012). The hypothesis research proved that brand image has the second highest coefficient that will influence consumer repurchase decision which is 0.121 and it also showed that brand image has significant and positive relationship with consumers repurchase intention (Novansa & Ali, 2017). This concluded that brand image is one of the motivator for consumers repurchase the smartphone as it creates an aesthetic value for smartphone (Leelakulthanit & Hongcharu, 2012).

H3: There is significant relationship between brand image and the consumers repurchase intention towards Huawei smartphone brand.

2.4.4 The relationship between peer influence and consumer repurchase intention

Based on Filieri & Lin (2017), peers are the main source for individual repurchase intention and they argue that individual will be probably to repurchase a smartphone brand that is suggested or used by their peers. According to Sokolova & Kefi (2019), individuals may feel closeness with their peers and would purchase the products because of the perceived closeness presented and conceptualized. Thus, individuals will be affected by their peers and repurchase the same smartphone brand. Besides, the possibility of individual to repurchase will increase if the amount of peers who had purchased before him increase and this research showed that the individual's peer influence purchase because of the interaction and influence of peers was truly occurs (Zhu, 2016).

H4: There is a significant relationship between peer influence and consumer repurchase intention toward Huawei smartphone brand.

2.4.5 The relationship between brand loyalty and consumer repurchase intention

Based on Zavattaro (2014), marketers' goal is usually to attract new consumers while retaining the current consumers to be loyal to a particular brand and to secure the success of the product through the mean of benefit and the success of the product. Yoo (2000) argued that brand loyalty is one of the main driving force of brand equity and repurchase intention among consumer. Thus, resulting in an increase in the tendency of repeating purchase from consumers that can lead to the development of brand loyalty. Pedeliento (2015), showed that in their study that brand loyalty generates a feeling of association between the brand manufacturers and consumer.

H5: There is a significant relationship between brand loyalty and consumer repurchase intention toward Huawei smartphone brand.

Chapter 3: Research Methodology

3.0 Introduction

Researcher will discuss about the methodologies use for collecting the information. Researcher will conduct pilot test in this chapter. The data analysis, research framework and data collection will be included in this chapter.

3.1 Research Design

Research design is the method and technical framework chosen by researchers to combine various research's components in a reasonably logical mode and thus the problem of research is effectively treated. It provides guideline about ways to conduct research using the correct methodology. There are two design selected for this business research which are casual research and descriptive research. Based on Zikmund (2009), causal research is conducted to identify the cause and effect relationship between independent variable and dependent variable. Descriptive research is included due to there are diagnostic graph analyse on result will be used.

3.2 Sampling Design

3.2.1 Target population

Target population is a complete group of objects or components pertinent to the project of research. They are pertinent because they have the information that the project of research aims to collect. The target requirement is they must be Huawei phone user. Thus, they can be varied from student to working individual. This research will be focused at Klang valley. The time range for the research is within August 2019.

3.2.2 Location

The Klang valley (also known as Lembah Klang) is the chosen area for this research as it is a popular spot to do research and it contains suitable group of respondents (passers-by, students and phone buyers). Klang Valley is located centre in Kuala Lumpur which includes its joined cities and towns in some state of Selangor. This area had past research for example like Employees Provident Fund, in collaboration with the University of Malaya, launched the 'Belanjawanku Guidebook 2019' expenditure guide. This sample research is focused on Klang Valley on the monthly total expenses needed for individuals or even family. Other than this expenses research, there are abundant other research like job research and housing price research. This could give advantage on the researcher to understand more on the Klang Valley consumers.

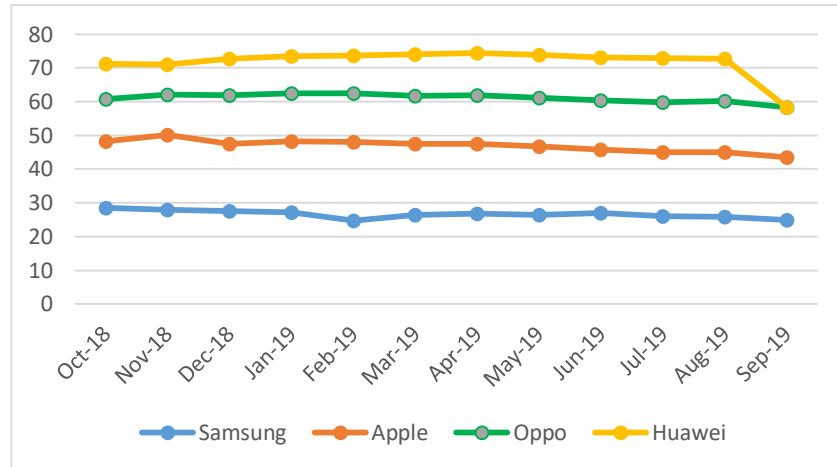
3.2.3 Sampling Technique

Non-probability method is selected for this business research technique. Non-Probability consist of not every element in the target population has an opportunity to be selected, as the inclusion or exclusion of components in the sample is left to the researcher's discretion. This method is chosen due to there are no sampling frame available for the whole individuals of Klang Valley.

3.2.4 Sample Size

Sample size is defined as the number of individual or observation used in a research, survey or project. The recommended sample size range is between 30 to 500 people. The sample size that set in this research is 300 respondents. The reason this sample size selected is due to the limitation of Huawei Phone user. According to Statcounter (2019) stated that Huawei occupied 14.76% market share in Malaysia. Researcher has proven it with the statistic below.

Figure 3.1 Market Share of Mobile



Adapted from: (Statcounter, 2019). Market share of leading mobile vendors across Malaysia as of September 2019

3.3 Data Collection Method

Data collection defined as the step of gaining information from all relevant sources to seek solutions for the problem of research, testing hypotheses and evaluating results. The primary data is using Google form as questionnaire. Before the consumers answer the general question, there will be two questions to determine whether the consumer is a Huawei user. The questions will be like do you ever use Huawei smartphone before and do you currently own a Huawei smartphone. If consumer answer ‘Yes’ in each questions, then they can proceed to the next section whereas if consumer answer ‘No’ then this show that they are not Huawei user and they are not allowed to proceed to the next section.

3.3.1 Primary Data

Primary data refers to the first-hand data collected by the researcher themselves. Questionnaire Responses can be analysed with quantitative methods by assigning numerical values to scales. This research questionnaire will be distributed to 300 individuals at Klang Valley. This is one of the quantitative method. In order to analyse the market, researcher conducted a questionnaire survey through the Google form. The first type of questions consists of demographic profile. The demographic questions are about general information of the respondents. The example of general information is gender, age, nationality and smartphone brand they currently use. The second type of questions are about the independent variables and dependent variable of the research.

3.3.2 Secondary Data

Secondary data is the data that was previously collected by others. This research secondary data source would be from Journal article and past research would be taken from past UTAR student research and journal article that available from Google.

3.4 Constructs Measurement

3.4.1 Origin of Constructs

The questionnaires item that researcher found from the journals are shown in Table 3.1.

Table 3.1 Origin of Constructs

Variables	Issues	Description	References
Quality	1	Do you think quality will influence you to repurchase a smartphone?	Ahmed & Moosavi, 2013

	2	I would consider about the quality of the smartphone when I buy a smartphone.	Ahmed & Moosavi, 2013
	3	I think my cell phone brand have a reputation for high quality.	Ahmed & Moosavi, 2013
	4	I think this smartphone brand offers very durable product.	Ahmed & Moosavi, 2013
Brand Image	1	I think my cell phone is number one among cell phone brands.	Ahmed & Moosavi, 2013
	2	I think my cell phone brand is fashionable and elegant.	Ahmed & Moosavi, 2013
	3	I am convinced that Huawei smartphone brand is a leader in its field.	Ahmed & Moosavi, 2013
	4	I will choose the smartphone brand that shows my status in society.	Tee, Behrooz & Benjamin, 2013
Peer Influence	1	Peers will influence my behaviour and encourage me to use the same smartphone brand.	Hsu & Lin, 2016
	2	Friends would recommend me the best smartphone brand that they had used.	Hsu & Lin, 2016
	3	I will depend on my friends to make decision.	Hsu & Lin, 2016
	4	I will seek for opinion from friends before purchasing a smartphone.	Sokolova & Kefi, 2019

Price	1	I think price is an important factor when purchasing smartphone.	Vasikar, 2019
	2	I buy smartphone because they are worth to use regarding with their price and usage quality.	Vasikar, 2019
	3	I compare prices of other smartphone's brand before I choose one.	Vasikar, 2019
Brand Loyalty	1	I consider myself to be loyal to my cell phone brand.	Ahmed & Moosavi, 2013
	2	I think Huawei is my first choice among all the smartphone brands.	Ahmed & Moosavi, 2013
	3	I would choose my current smartphone brand even if the other brands have the same functionality as my current smartphone.	Ahmed & Moosavi, 2013
Repurchase Intention	1	I intend to repurchase Huawei's smartphone even if Google no longer supply their service (Google Play store, Gmail, Google Map, Google Chrome, Google Drive and etc) to Huawei.	Filieri & Lin ,2016
	2	I think the chance for me to buy Huawei's smartphone is high.	Filieri & Lin ,2016
	3	With all my consideration, I would likely to purchase Huawei's smartphone in the future.	Fiteri & Lin, 2016

Source: Developed for research

3.4.2 Scale of Measurement

3.4.2.1 Nominal Scale

Nominal scale is a measurement of scale which used for labelling variables without any quantitative value. For example, the gender respondent is classified by male and female and the race of the respondent is classified as Malay, Chinese, Indian or others.

3.4.2.2 Ordinal Scale

The ordinal scale is used for ordered categories. For instance, from first to last, from best to worst, as well as from high to low. Ordinary Scale is used to measure Age and Personal Spending Monthly.

3.4.2.3 Interval Scale

Interval scale is used to capture information about differences in quantities of a concept. It has both nominal and ordinal properties.

3.4.2.4 Likert Scale

Likert scale use constant choice response formats and are designed to measure opinion of respondents (Burns & Grove, 1997). These ordinal scales measure levels of agreement or disagreement. In this research, the respondents were asked to answer the questionnaire by using the Likert scale. A five-point scale may be provided to the respondent, which is used to allow individuals to express how much they agree or disagree with a specific statement.

3.5 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 respondents (Huawei users) 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 3.2 shows the result from 30 respondents in pilot testing.

Table 3.2 Pilot Test

Variable	Cronbach's Alpha	N of Items
Brand Image	.704	4
Pricing	.668	3
Quality	.656	4
Brand Loyalty	.645	3
Peer Influence	.758	4
Repurchase Intention	.721	3

Source: Developed for research

3.6 Proposed Data Analysis Tool

3.6.1 Data Analysis

Data Analysis is the process of using systemically applying the logical techniques to describe and illustrate, summarize and evaluate after collect data. According to various analytic procedures it is provide a way of drawing inductive inferences from data and distinguishing the signal which is the phenomenon of interest and from the noise based on statistical fluctuations to present in the data (Shamoo & Resnik, 2003).

3.6.2 Descriptive Analysis

Descriptive Analysis is mainly based on descriptive inferential statements (Abt, 2018). This is use to describe and summarize the data after collection. The results are in a controlled study are interpreted simultaneously on the basis of the easy and clear summary with respect to numerically relevant treatment effect differences and on and we will use the questionnaire contains of the frequency of the demographic profile which are gender, race and age in the questionnaire are calculated.

3.6.3 Pearson Correlation Coefficient

The purpose of this report is to test the relationship between independent variable which is brand image, brand loyalty, quality, price and peer influence with consumer repurchase intention. The outcome is important for smartphone industry to further understand the consumer repurchasing intention and also help marketer 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.

3.6.4 Multiple Linear Regression

Multiple linear regression is used to determine the simple slopes, regions of significance, and confidence bands are commonly used to evaluate interactions (Kristopher et al., 2006). Multiple Linear Regression can predict the value of variable based on the value of 2 or more variables in the dependent variable. It also can predict the consumers' repurchase intention toward Huawei smartphone brand. Multiple regression equation enable researcher come out with accurate prediction on which independent variables will have more impacts on dependent variables.

The model for multiple regression analysis as below:

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

Chapter 4: Data Analysis

4.0 Introduction

There are 2 part included in this chapter. Firstly, descriptive analysis will be analysed by using Statistical Package for Social Science (SPSS) 16.0 and presented in pie charts and tables. Secondly, the reliability test will be conducted and lastly inferential analysis will be analysed through Cronbach's Alpha, Pearson's Correlation analysis and Multiple Regression.

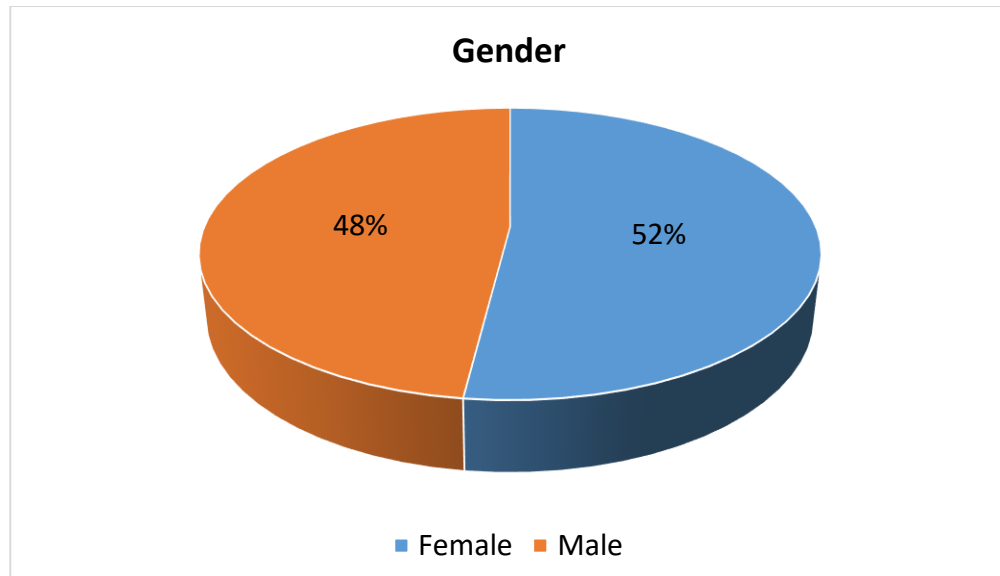
4.1 Descriptive Analysis

The researcher has distributed 300 sets of survey questionnaire to the respondents. The data and demographic profile of respondents will be analyzed in this section. The figures and interpretation of the statistic are shown below.

4.1.1 Demographic Profile of Respondents

4.1.1.1 Gender

Figure 4.1 Gender



Source: Developed for research

Table 4.1 Gender

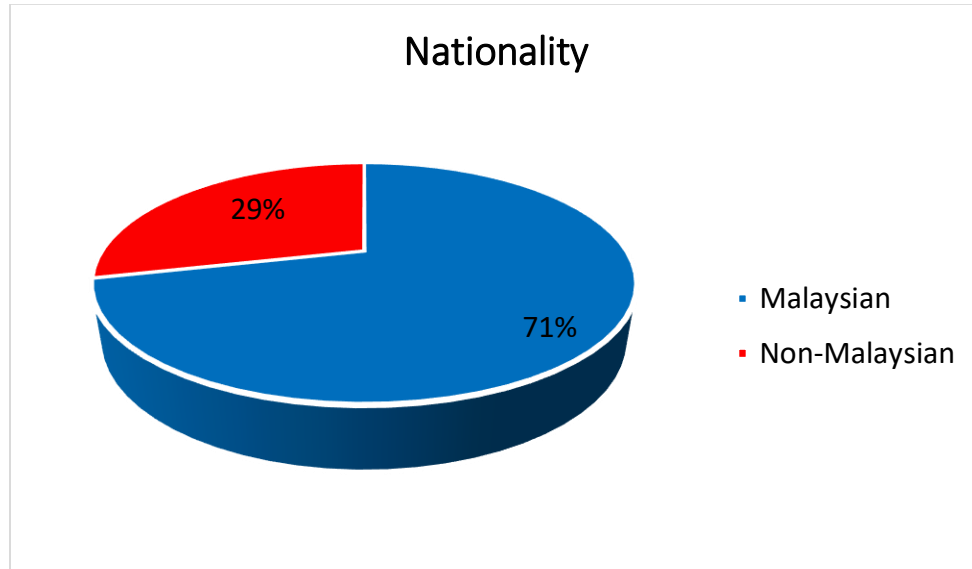
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	144	48	48	48
female	156	52	52	100
total	300	100	100	

Source: Developed for research

Figure 4.1 show that the gender of the 300 respondents. There are 144 male respondents which consists of 48% while 156 respondents are female which consists of 52%.

4.1.1.2 Nationality

Figure 4.2 Nationality



Source: Developed for research

Table 4.2 Nationality

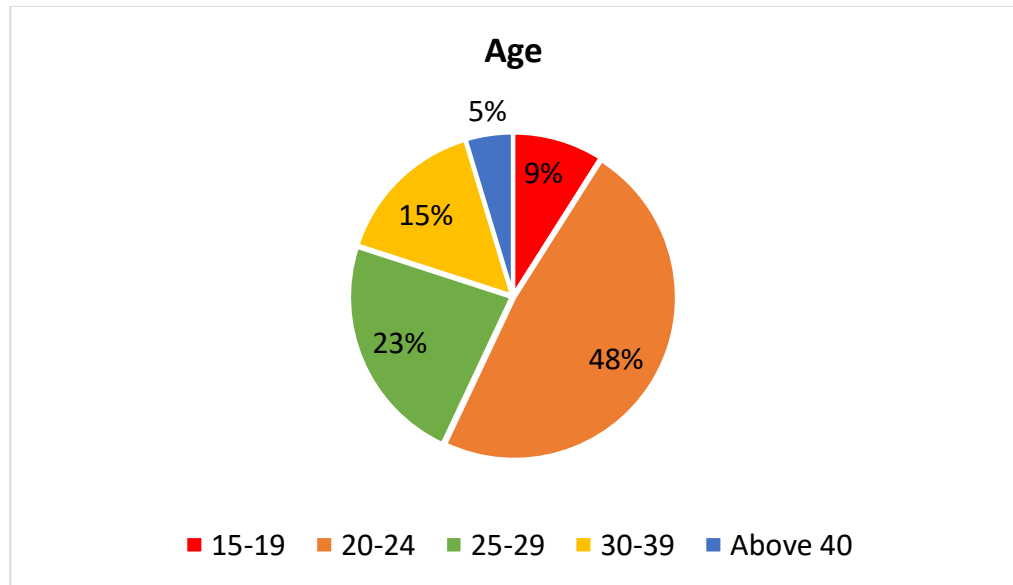
	Frequency	Percent	Valid Percent	Cumulative Percent
Malaysian	214	71.3	71.3	71.3
Valid Non-Malaysian	86	28.7	28.7	100
Total	300	100	100	

Source: Developed for research

Figure 4.2 show that the nationality of the 300 respondents. There are 214 respondents from Malaysia which consists of 71.3% while 86 respondents are Non-Malaysian which consists of 28.7 %.

4.1.1.3 Age

Figure 4.3 Age



Source: Developed for research

Table 4.3 Age

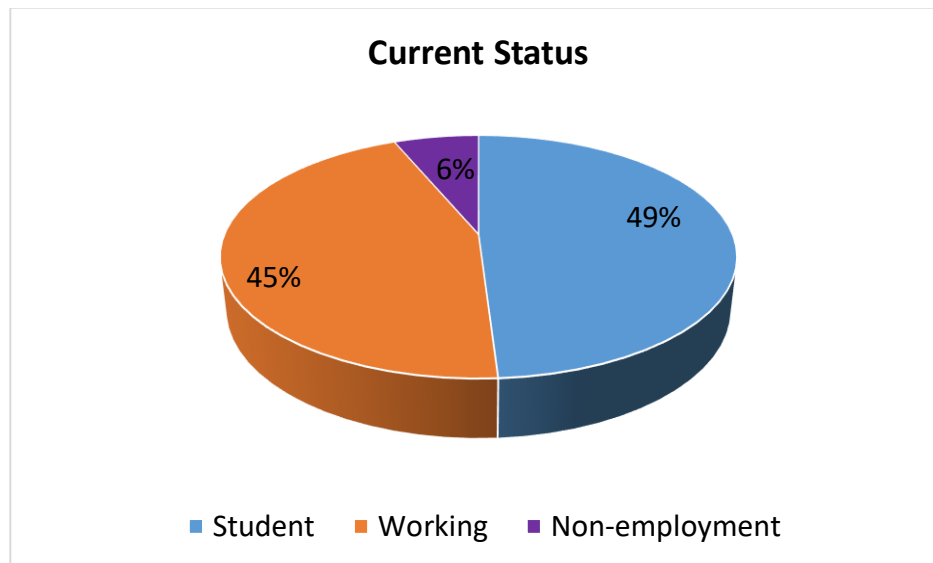
	Frequency	Percent	Valid Percent	Cumulative Percent
15-19	27	9	9	9.0
20-24	144	48	48	57.0
Valid 25-29	69	23	23	80.0
30-39	46	15.3	15.3	95.3
Above 40	14	5	5	100.0
Total				

Source: Developed for research

Figure 4.3 show the 5 categories of 300 respondents' age. The first category is from age 15 to age 19, which are 27 respondents (9%). The second category is from age 20 to age 24, which is occupied by 144 respondents (48%) of the total respondents. The third category is between the ages of 25 to age 29, with a total of 69 numbers of respondents (23%). The next category is from age 30 to age 39 which consist of 46 respondents (15.3%). The last category is for age above 40, which recorded a total of 14 respondents (5%).

4.1.1.4 Current Status

Figure 4.4 Current Status



Source: Developed for research

Table 4.4 Current Status

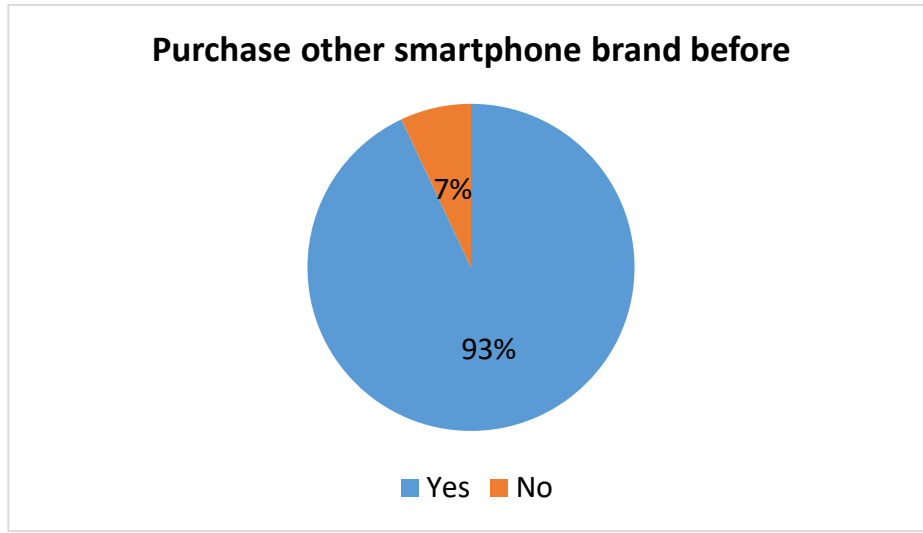
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	147	49	49	49
Valid Working	134	45	45	94
Non-employment	19	6	6	100
Total				

Source: Developed for research

Figure 4.4 show that the current status of the 300 respondents. There are 147 respondents are still studying which consists of 49% while 134 respondents are working which consists of 45%. Lastly, there are 19 respondents are non-employment which consists of 6%.

4.1.1.5 Purchase Other Smartphone Brand Before

Figure 4.5 Purchase Other Smartphone Brand Before



Source: Developed for research

Table 4.5 Purchase Other Smartphone Brand Before

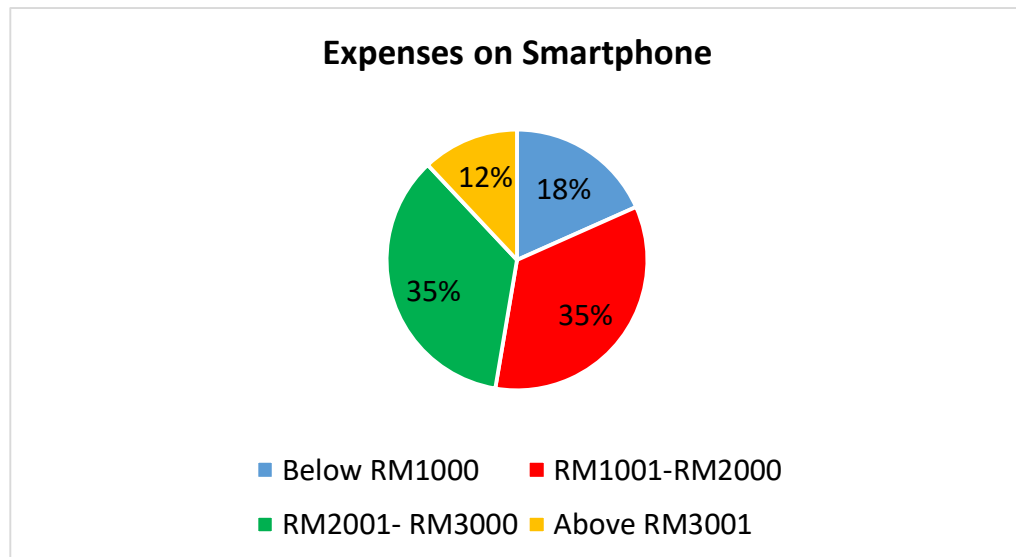
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	279	93	93	93
No	21	7	7	100
Total	300	100	100	

Source: Developed for research

Figure 4.5 show that the respondents respond on whether they have purchased a smartphone before. There are 279 respondents purchased other smartphone brand before which consists of 93 percent while 21 respondents purchase Huawei smartphone of 7%.

4.1.1.6 Expenses on Smartphone

Figure 4.6 Expenses on Smartphone



Source: Developed for research

Table 4.6 Expenses on Smartphone

	Frequency	Percent	Valid Percent	Cumulative Percent
Below RM1000	55	18	18	18
RM1001-RM2000	103	35	35	53
Valid RM2001-RM3000	106	35	35	88
Above RM3001	36	12	12	100
Total				

Source: Developed for research

Figure 4.6 shows the level of spending of the respondents is categorized into four groups. In the first category, there are 55 respondents (18%) who level of spending is below RM1000. The following category is whose spend RM1001 – RM2000; there are a total of 103 respondents (35%) fall under this category. Next, the spending level from RM2001 – RM3000 score 106 respondents (35%). There are 36 respondents (12%) are fall under the last category which is the level of spending RM3001 and above.

4.2 Reliability Test

Table 4.7 Reliability Statistic for Actual Research

Variable	Cronbach's Alpha	N of Items
Brand Image	.715	4
Pricing	.708	3
Quality	.702	4
Brand Loyalty	.843	3
Peer Influence	.745	4
Repurchase Intention	.880	3

Source: Developed for the research

As stated in the table 4.7 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. Lastly, The table 4.7 shows that the reliability statistics of brand loyalty has the highest alpha coefficient which is 0.843, follow by peer influence with the reliability statistics

4.3 Inferential Analyses

Table 4.8 Correlations

		Correlations					
		BI	PI	P	BL	Q	RI
BI	Pearson Correlation	1	.411**	.306**	.524**	.389**	.496**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
PI	Pearson Correlation	.411**	1	.327**	.342**	.274**	.381**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300
P	Pearson Correlation	.306**	.327**	1	.336**	.429**	.354**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300
BL	Pearson Correlation	.524**	.342**	.336**	1	.422**	.668**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300
Q	Pearson Correlation	.389**	.274**	.429**	.422**	1	.403**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300
RI	Pearson Correlation	.496**	.381**	.354**	.668**	.403**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

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

Source: Developed for research

According to Saunders et al (2009), Pearson correlation analysis is used to measure the linear association between two variables. From the Table 4.8 above, it shows the correlation matrix between brand image, brand loyalty, price, quality, peer influence towards repurchase intention of Huawei’s smartphone. All the variables are correlated with significance level of 0.00. Based on the table above shown, there is no negative sign in this Pearson Correlation analysis; variables are all positively correlated. Besides, Brand Loyalty has the strongest relationship with consumer repurchase intention which $r = 0.668$, followed by brand image which $r = 0.496$, quality= 0.403 , peer influence= 0.381 and the least is price which $r = 0.354$.

Table 4.9 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.708 ^a	.501	.493	.76726	.501
a. Predictors: (Constant), P, BI, PI, Q, BL					
b. Dependent Variable: RI					

Source: Developed for research

According to Table 4.9, the R value = 0.493, R Square = 0.501 and Adjusted R Square = 0.493. R Square shows that 50.1% of the repurchase intention can be explained by brand image, pricing, quality, brand loyalty and peer influence. This also indicates that the relationship between the dependent variable and independent variables are moderate. However, there are 49.9% of the variation in repurchase intention is explained by other factors. Therefore, researcher can conclude that even though the relation is moderate but brand image, pricing, product feature, brand loyalty and peer influence will still affect consumer repurchase intention towards Huawei smartphone brand.

Table 4.10 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.777	5	34.755	59.038	.000 ^b
	Residual	173.075	294	.589		
	Total	346.852	299			
a. Dependent Variable: RI						
b. Predictors: (Constant), P, BI, PI, Q, BL						

Source: Developed for research

The Table 4.10 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 5 independent variables are significantly contributing to the consumers' repurchase intentions towards Huawei smartphone brand.

Table 4.11 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.391	.338		-1.156	.249
	BL	.525	.053	.502	9.823	.000
	Q	.136	.088	.076	1.554	.121
	BI	.190	.072	.135	2.621	.009
	PI	.139	.060	.108	2.306	.022
	P	.104	.065	.076	1.607	.109

a. Dependent Variable: RI

Source: Developed for research

From Table 4.11, coefficients show the higher the beta the most significant factors of influence repurchase intention towards Huawei smartphone brand, the result shows brand loyalty is the most important factors that influence consumers' repurchase intention because of carries beta of 0.502. While, brand image is the second highest factors with the beta of 0.135, followed by Peer influence with the beta of 0.108 then Peer Influence carries the beta of 0.108. Yet, quality and pricing factors is the least with the beta of 0.076. The result of table 4.10 coefficient shows the importance of factors affect consumers' repurchase intention towards Huawei smartphone brand is accordingly with brand image, quality, peer influence, brand loyalty and pricing.

The multiple regression equation can be formed as below:

$$Y = A + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5$$

Whereas:

Y = consumers purchase intention

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

X₁ = Dimension of repurchase intention

B₁ = Brand image

B₂ = Pricing

B₃ = Quality

B₄ = Peer influence

B₅ = Brand Loyalty

Therefore, the multiple regression equation can be formed as:

$$Y = -0.391 - 0.190X_1 + 0.104X_2 + 0.136X_3 + 0.139X_4 + 0.525X_5$$

4.4 Test of Significance

Hypothesis 1

H1: There is positive relationship between brand loyalty and repurchase intention.

Based on Table 4.10, the brand loyalty ($p = 0.000$) p-value is lower than significant level of 0.05. Since the p-value is lower than 0.05, H0 is rejected and H1 is accepted. Thus, there is positive relationship between brand loyalty and repurchase intention.

Hypothesis 2

H2: There is no relationship between quality and repurchase intention.

Based on Table 4.10, the quality ($p = 0.121$) p-value is higher than significant level of 0.05. Since the p-value is high than 0.05, H0 is accepted but H2 is rejected. Thus, there is no relationship between quality and repurchase intention.

Hypothesis 3

H3: There is positive relationship between brand image and repurchase intention.

Based on Table 4.10, the brand image ($p = 0.009$) p-value is lower than significant level of 0.05. Since the p-value is lower than 0.05, H0 is rejected and H3 is accepted. Thus, there is a positive relationship between brand image and repurchase intention.

Hypothesis 4

H4: There is positive relationship between peer influence and repurchase intention.

Based on Table 4.10, the peer influence ($p = 0.022$) p-value is lower than significant level of 0.05. Since the p-value is lower than 0.05, H0 is rejected and H4 is accepted. Thus, there is a positive relationship between peer influence and repurchase intention.

Hypothesis 5

H5: There is no relationship between price and repurchase intention.

Based on Table 4.10, the price ($p = 0.109$) p-value is higher than significant level of 0.05. Since the p-value is high than 0.05, H0 is accepted but H5 is rejected. Thus, there is no relationship between price and repurchase intention.

Chapter 5: Discussion, Conclusion and Implications

5.0 Introduction

This chapter will discuss the summary of statistical analyses and the major findings. In addition, researcher will discuss the managerial implications and limitations when conducting the research. Lastly, recommendations for future study will also be included.

5.1 Discussions of Major Findings

Table 5.1 Discussions of Major Findings

NO	Hypothesis	Significant	Conclusion
1	There is positive relationship between brand loyalty and repurchase intention.	$\beta = 0.525$ $p = 0.000 < 0.05$	Supported
2	There is no relationship between quality and repurchase intention.	$\beta = 0.136$ $p = 0.121 > 0.05$	Rejected
3	There is positive relationship between brand image and repurchase intention.	$\beta = 0.190$ $p = 0.009 < 0.05$	Supported
4	There is positive relationship between peer influence and repurchase intention.	$\beta = 0.139$ $p = 0.022 < 0.05$	Supported
5	There is no relationship between price and repurchase intention.	$\beta = 0.104$ $p = 0.109 > 0.05$	Rejected

Source: Developed for research

5.1.1 Brand Loyalty

According to the Table 4.11 shown in Chapter 4, the significant level of brand loyalty is at 0.000 which lower than alpha value 0.05. This shows the relationship between brand loyalty and consumer's repurchase intention is significant. Besides, β -value is 0.525 which express that the relationship between brand loyalty and repurchase intention are positive.

Brand loyalty is very important for the organization to maintain their sales. They think it is better to retain their customers rather than seek. Brand loyalty happens when client have positive relation towards the brand expressed by replicate purchase. Such loyalty will be beneficial for the firm because normally clients will be agreed to repurchase at premium price. They may also introduce new customer to the firm (Malik, 2013). The customers who are brand loyal do not evaluate the brand, they just make a repurchase confidently based on their experiences (Sidek, 2008).

As a study oriented into mobile telecommunication industry, there was a significant growth results in increased of the number of mobile telecommunication operators which makes a competition among the market. It is very important to create consumers brand loyalty to win and maintain their business in a tight business competition. Rapid growth of information technology affects how knowledgeable the consumers are. When a consumer is more knowledgeable, they will be more loyal and this will affects the brand engagement and it is crucial to create customer value. In this study, the results show that brand loyalty has a positive direct effect on repurchase intention (Hussein, 2016).

5.1.2 Quality

Quality ($\beta = 0.081$ with $p > 0.05$) was proved that quality does not given any influence on repurchase intention towards Huawei smartphone brand. Hence, H2 is rejected in this research. Based on this result, it owing to several reasons that claimed by other researcher and associations.

Product feature can be the major reason that explain why quality did not contribute to repurchase intention towards Huawei smartphone brand. This is because nowadays the product feature of every brand are similar. For example, all kind of brand's devices share similar large screens, powerful processors and sleek designs (Lanxon, 2018). This can cause the respondents repurchase phone without minding the quality. Hence, it is reasonable that the quality do not influence the repurchase intention towards Huawei smartphone brand.

Price is the second reason that affect quality does not contribute to consumer's repurchase intention. For example, when two products have equal feature, the customer will choose the product with lower price. Even the same product, consumer will think and compare between price policy and promotion of each store. This can show that customer may repurchase the phone without emphasizing on the quality. Thus, there is a negative relationship between price and repurchase intention.

5.1.3 Brand Image

According to the Table 4.10 shown in Chapter 4, the significant level of brand image is at 0.012 which lower than alpha value 0.05. This shows the relationship between brand image and consumer's repurchase intention is significant. Besides, β -value is 0.139 which express that the relationship between brand image and repurchase intention are positive.

According to a study conducted by Iqbal et al (2012), more reputable brand image leads to higher customer satisfaction which then leads to higher engagement from the customers in the telecommunication industry. A total of 200 responses were collected and the end results showed that brand image will definitely affect the customer satisfaction and then leads to higher engagement activity. By having a strong brand image, a firm will be able to generate and maximize their profit gained. It is then concluded that brand image does affect repurchase intention positively.

According to Sallam (2014), brand image is defined as a brand that crosses the consumer's mind and consumer's thoughts about the certain brand. Brand image has been recognized as an important concept in marketing and consumer behaviour research. The customer deals every day with different types of products and services so brand image that is primarily responsible for brand differentiation. The companies compete to give good idea about their products and services to build a positive image about their brand in costumer's mind. Hence, this shows that there is a positive relationship between brand image and repurchase intention

5.1.4 Peer Influence

According to the Table 4.10 shown in Chapter 4, the significant level of peer influence is at 0.009 which lower than alpha value 0.05. This shows the relationship between peer influence and consumers' repurchase intention is significant. Besides, β -value is 0.190 which express that the relationship between peer influence and repurchase intention are positive.

Peer influence defined people having a great desire to fit in and be accepted among social groups. Peer influence is generally defined as the extent to which attitudes, beliefs, and actions of an individual are affected by peers (Sheu et al., 2016). Peer influence happens when individuals who encourage others to change their attitudes, values or behaviours to conform to groups as a socially acceptable behaviour (Gulati, 2017). As Sheu et al. (2017) propose the social circle of a person comprises of his peers, which constitute siblings, friends and acquaintances. Thus, there is significant relationship between peer influence and repurchase intention.

Peer influence is a group of people whose values and attitudes are considered through direct interaction (Wang, 2016). Utilitarian influence will be reflected in attempts to comply with the wishes of a reference group to avoid punishment or receive a reward, while value-expressive influence will be reflected in the need for psychological affiliation with the reference group. So, the concept of peer influence is important in understanding the buying behaviour of consumers as these groups make a major and significant impact on the consumer behaviour.

5.1.5 Price

According to the Table 4.10 shown in Chapter 4, the significant level of price is at 0.109 which higher than alpha value 0.05. This shows the relationship between price and consumers' repurchase intention is negative.

Packaging plan may be the reason that price is not affecting the customers' repurchase intention. For example, there is a Zerolution package plan promoted by Maxis. Zerolution is a package plan that consumer can buy a phone without paying upfront payment and 0% interest rate (Maxis, 2019). Consumer only pay a RM103 monthly and they will be able to enjoy with unlimited data usage. Pricing of a phone no longer become a problem for consumers. Thus, there is a negative relationship between price and consumers' repurchase intention.

Furthermore, purchasing power of consumers is increasing in this few years (Turton, 2019). Consumer Spending in Malaysia increased to RM203388 million in the second quarter of 2019 from RM198724 million in the first quarter of 2019. Consumer Spending in Malaysia averaged RM118793.17 million from 2005 until 2019, reaching a peak of RM203718 million in the third quarter of 2018 and a record low of RM56768 million in the second quarter of 2005. It shows that consumers will rebuy any product without looking at the price. Hence, there is a negative relationship between price and consumers' repurchase intention.

5.2 Implications of the Study

From the research, it shows that brand loyalty is the most significant factor that influence the consumers' repurchase intention. Brand loyalty is linked to consumer behaviour in the marketplace that can be indicated by number of repeated purchases (Keller, 1998) or commitment to rebuy the brand as a primary choice (Oliver, 1999) In order to create brand loyalty, marketer should deliver value to customer and engage with customers. They also need to understand and satisfy customers' needs. Therefore, it is significant for the marketer to create brand loyalty in consumers' mind.

Moreover, price has negative relationship with the consumers' repurchase intention. Price is not the main consideration of consumers when they want to repurchase smartphone brand. Furthermore, they tend to look at others utilitarian factors instead of price. Although pricing is not the main concern of the consumers, the marketer can use different pricing strategy to attract more customers. For instance, the marketer can offer a price bundling by offering several products in a combined unit, which is usually price lower than the sum of the individual component.

Based on the research, peer influence is found to have a significant effect on repurchase behaviour and such behaviour is continually re-enforced by the individual's peer group (Niu, 2013). Peers are more influential and viewed as knowing more about products if an individual fears that he or she will not be accepted into the peer group. When individuals want to be accepted into a peer group, they tend to spend more money while shopping with friends (Huang, Wang & Shi, 2012). Hence, marketers can implement a strategy such as discount to the second purchase, it can encourage consumer to bring along their friend to purchase.

Furthermore, brand image is the second significant factor that influence the consumers' repurchase intention. Brand image has been recognized as an important concept in marketing and consumer behaviour research (Hee, 2009). The companies should always think good idea about their products and services to build a positive image about their brand in costumer's mind. Thus, it is significant for the company to build brand image. However, quality has no significant relationship with the consumers' repurchase intention. Quality is not the primary consideration of consumers when they want to repurchase smartphone brand. Therefore, firm should design some special product attributes to attract the consumers.

5.3 Limitations of the Study

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.

Secondly, sample size used in this research study is another limitation in this research study. Sample size of 300 respondents may not comprehensive enough to represent Malaysians as a whole. The data collected from a small sample size may not provide accurate and reliable results to this research study.

Lastly, due to the time and budget constraints, a non-probability sampling method which is judgment sampling was adopted in this research study. In this sampling method, the researchers select a sample that they believe is capable to provide useful information. However, the respondents selected by this approach might be less appropriate for this research study as compared to probability sampling method.

5.4 Recommendations for Future Research

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 repurchase 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 repurchase intention towards smartphone brand.

Besides, the researchers can conduct the research with more available relevant journals. They could still focus in Malaysia context. However, more supportive journals that are done by other Asian researchers should be adopted. This is because other Asian countries are more likely to share similar thoughts and beliefs as Malaysians. Thus, the researchers are suggested to conduct research that they can find supporting journals from similar background.

Lastly, the researchers are recommended to adopt probability sampling method in the future researches. This is because the differences between sample results and population equivalent values could be computed. Besides, the researchers could also obtain more accurate results since all the targeted respondents in a big area are sampled. Probability sampling is better than non-probability sampling method even though it is using more funds.

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APPENDICES

Appendix A: Survey Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

FINAL YEAR PROJECT

TITLE OF RESEARCH:

REPURCHASE INTENTION TOWARD HUAWEI SMARTPHONE BRAND

Dear respondents,

I am undergraduate student pursuing Bachelor Degree in International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR). I am currently conducting a survey about the research project entitled “repurchase intention towards Huawei smartphone brand: A study in user of Huawei”. The purpose of this research is to explore the factors that influence the repurchase intention of Huawei user towards Huawei smartphone brand. The research will help future researcher and smartphone firms to understand factors that influencing the repurchase intention of huawei user and help to increase sales and demand. Thank you for your anticipated corporation. If you have any queries, please do not hesitate to contact me.

Sincerely,

Wong Jin Ee jinee14@lutar.my

Please select ONE answer for each question below.

This is to determine the respondent is a Huawei user:

1) Do you currently own a Huawei smartphone?

Yes No

2) Do you ever use Huawei smartphone before?

Yes No

If you have answered “Yes” please proceed to the next question. If you have answered a “No”, thank you for answering and you have completed the survey.

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?

Yes No

2) What is your nationality?

Malaysian Non-Malaysian

3) What is your age?

15-19 20-24 25-29 30-39 Above 40

4) What is your current status?

Student Working Non-employment

5) Have you purchase other smartphone brand before?

Yes No

6) How much money do you spend on your smartphone?

Below RM1000 RM1001-RM2000

Above RM3001 RM2001-RM3000

Section B:

The statements below are related to the customer's intention of purchasing smartphone brand with brand image, pricing, peer influence. Please indicate how strongly you agree or disagree with the statements.

Quality

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Do you think quality is important when you purchase a Smartphone?	1	2	3	4	5
2.	I would consider about the quality of the smartphone when I buy a smartphone.	1	2	3	4	5
3.	I think my cell phone brand have a reputation for high quality.	1	2	3	4	5
4.	I think this smartphone brand offers very durable product.	1	2	3	4	5

Brand image

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I think my cell phone is number one among cell phone brands.	1	2	3	4	5
2.	I think my cell phone brand is fashionable and elegant.	1	2	3	4	5
3.	I am convinced that Huawei smartphone brand is a leader in its field.	1	2	3	4	5
4.	I will choose the smartphone brand that shows my status in society.	1	2	3	4	5

Peers influence

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Peers will influence my behaviour and encourage me to use the same smartphone brand.	1	2	3	4	5
2.	Friends would recommend me the best smartphone brand that they had used.	1	2	3	4	5
3.	I will depend on my friends to make decision.	1	2	3	4	5
4.	I will seek for opinion from friends before purchasing a smartphone.	1	2	3	4	5

Price

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I think price is an important factor when purchasing smartphone.	1	2	3	4	5
2.	I buy smartphone because they are worth to use regarding with their price and usage quality.	1	2	3	4	5
3.	I compare prices of other smartphone's brand before I choose one.	1	2	3	4	5

Brand Loyalty

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I consider myself to be loyal to my cell phone brand.	1	2	3	4	5
2.	I think Huawei is my first choice among all the smartphone brands.	1	2	3	4	5
3.	I would choose my current smartphone brand even if the other brands have the same functionality as my current smartphone.	1	2	3	4	5

Section C:

The statements below are related to the repurchase intention towards Huawei smartphone brand. Please indicate how strongly you agree or disagree with the statements.

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I intend to repurchase Huawei's smartphone even if Google no longer supply their service (Google Play store, Gmail, Google Map, Google Chrome, Google Drive and etc) to Huawei.	1	2	3	4	5
2.	I think the chance for me to buy Huawei's smartphone is high.	1	2	3	4	5
3.	With all my consideration, I would likely to purchase Huawei's smartphone in the future.	1	2	3	4	5

Appendix B: SPSS Output

Table 3.2 Pilot Test

Variable	Cronbach's Alpha	N of Items
Brand Image	.704	4
Pricing	.668	3
Quality	.656	4
Brand Loyalty	.645	3
Peer Influence	.758	4
Repurchase Intention	.721	3

Figure 4.1 Gender

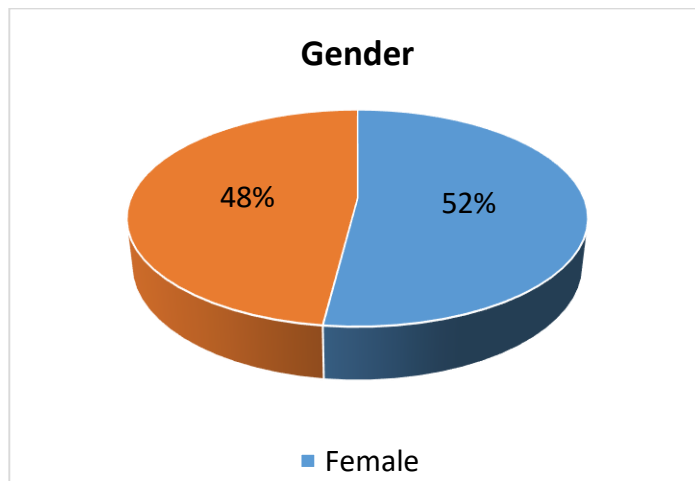


Table 4.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	144	48	48	48
female	156	52	52	100
total	300	100	100	

Figure 4.2 Nationality

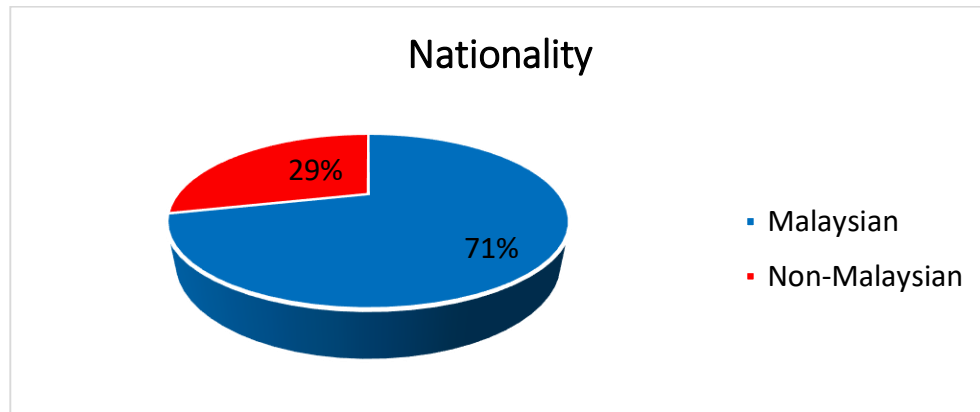


Table 4.2 Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Malaysian	214	71.3	71.3	71.3
Valid Non-Malaysian	86	28.7	28.7	100
Total	300	100	100	

Figure 4.3 Age

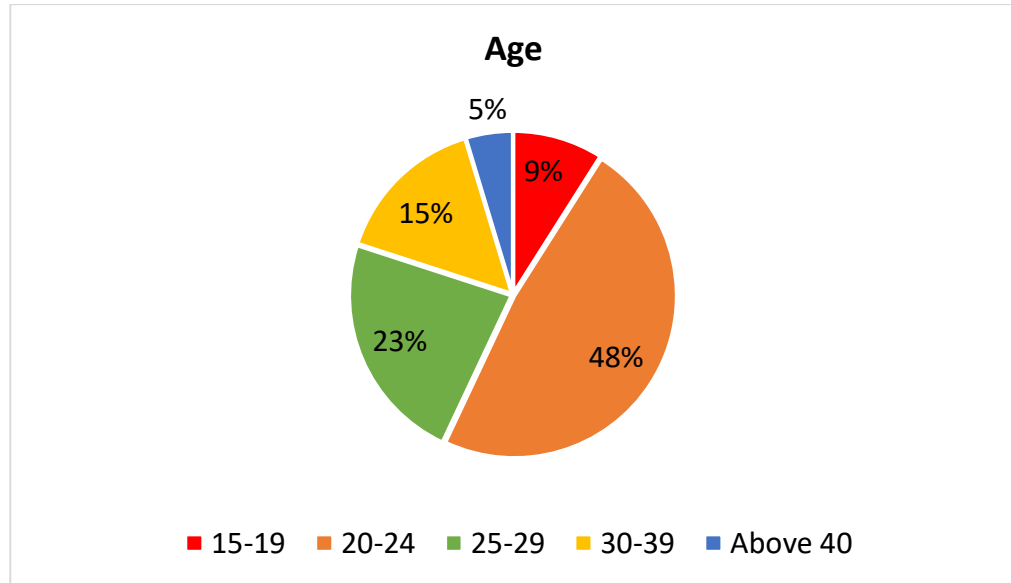


Table 4.3 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
15-19	27	9	9	9.0
20-24	144	48	48	57.0
Valid 25-29	69	23	23	80.0
30-39	46	15.3	15.3	95.3
Above 40	14	5	5	100.0
Total				

Figure 4.4 Current Status

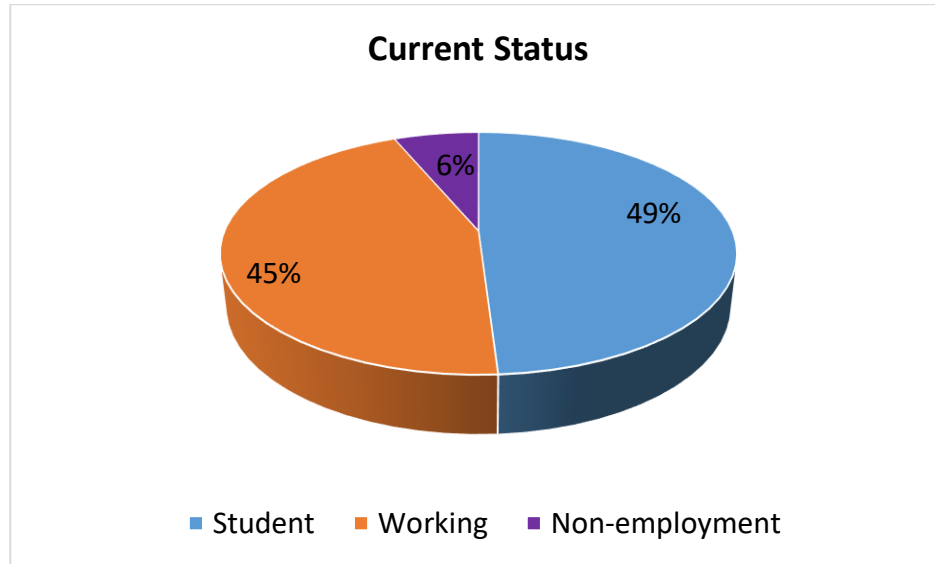


Table 4.4 Current Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	147	49	49	49
Valid Working	134	45	45	94
Non-employment	19	6	6	100
Total				

Figure 4.5 Purchase Other Smartphone Brand Before

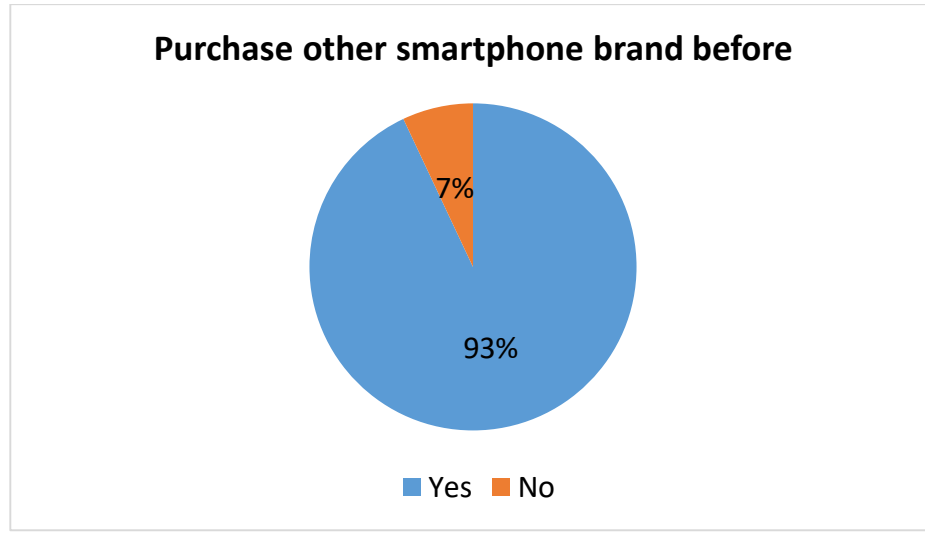


Table 4.5 Purchase Other Smartphone Brand Before

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	279	93	93	93
Valid No	21	7	7	100
Total	300	100	100	

Figure 4.6 Expenses on Smartphone

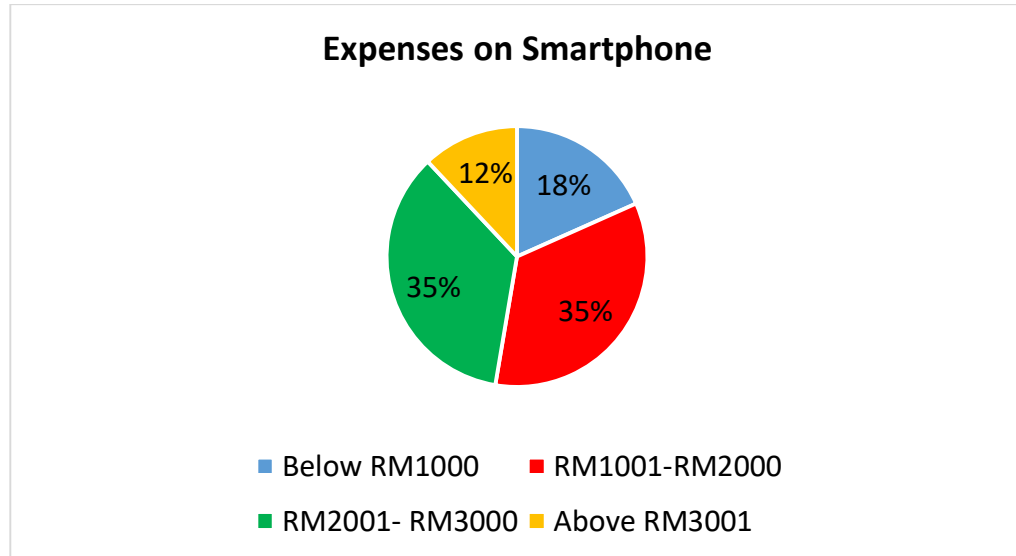


Table 4.6 Expenses on Smartphone

	Frequency	Percent	Valid Percent	Cumulative Percent
Below RM1000	55	18	18	18
Valid RM1001- RM2000	103	35	35	53
RM2001- RM3000	106	35	35	88
Above RM3001	36	12	12	100
Total				

Table 4.7 Reliability Statistic for Actual Research

Variable	Cronbach's Alpha	N of Items
Brand Image	.715	4
Pricing	.708	3
Quality	.702	4
Brand Loyalty	.843	3
Peer Influence	.745	4
Repurchase Intention	.880	3

Table 4.8 Correlations

		BI	PI	P	BL	Q	RI
BI	Pearson Correlation	1	.411**	.306**	.524**	.389**	.496**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
PI	Pearson Correlation	.411**	1	.327**	.342**	.274**	.381**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300
P	Pearson Correlation	.306**	.327**	1	.336**	.429**	.354**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300
BL	Pearson Correlation	.524**	.342**	.336**	1	.422**	.668**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300
Q	Pearson Correlation	.389**	.274**	.429**	.422**	1	.403**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300
RI	Pearson Correlation	.496**	.381**	.354**	.668**	.403**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

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

Table 4.9 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.708 ^a	.501	.493	.76726	.501

a. Predictors: (Constant), P, BI, PI, Q, BL
b. Dependent Variable: RI

Table 4.10 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.777	5	34.755	59.038	.000 ^b
	Residual	173.075	294	.589		
	Total	346.852	299			

a. Dependent Variable: RI
b. Predictors: (Constant), P, BI, PI, Q, BL

Table 4.11 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.391	.338		-1.156	.249
	BL	.525	.053	.502	9.823	.000
	Q	.136	.088	.076	1.554	.121
	BI	.190	.072	.135	2.621	.009
	PI	.139	.060	.108	2.306	.022
	P	.104	.065	.076	1.607	.109

a. Dependent Variable: RI