

In pre-university students. this limitation effectively limits the

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In conclusion, the factors influencing the purchasing intent of smartphones in Sunway College are price, product features and brand. The third hypothesis indicated that the brand of the smartphone will cause the purchase intent of a smartphone to change. Based on the findings, the hypothesis is deemed true and Sunway College students deeply consider the brand of the smartphone prior to purchase. All three hypotheses have been proved to be true by the findings of this research.

The results were consistent with the previous research's findings. The second hypothesis suggested that the product feature of the smartphone will impact the purchase decision of a smartphone. After utilizing the five-point Likert scale in the questionnaire to prove this hypothesis to be true, it has been finalized that the product feature of a smartphone really does affect the purchasing intent of smartphones and some of the features researched were regarded more important by the others when purchasing a smartphone.

Hence, it all depends on the user's need and wants when it comes to this factor. This study has proved that there is a significant relationship between price, product features and brand with the intention of purchase of smartphones. The first hypothesis states that the price of smartphones influences the purchase of smartphones. Based on the results obtained, it is confirmed that price really does affect the purchasing intent of smartphones and that Sunway College students do think of the smartphone's price before purchasing it. The purpose of this study was to investigate the factors influencing the purchasing intent of smartphones among Sunway College

students. In specific, this study aims to analyze the relationship between price, product features and brand with the purchasing intent of smartphone.

7. Conclusion There are a few limitations that are present in this study. Firstly, this survey is only conducted within Sunway Pre-University students. This limitation effectively limits the research scope range and stunts the reliability of information of this research. This means that this study was not able to analyze its' findings to represent the whole body of Sunway University College students. Plus, the survey questions were not clear enough as there were some misunderstandings from the respondents on the requirement of the question. 6. 2.

Limitations of Study To further improve this research to obtain a more accurate finding in the future, the questionnaire created should be clearer with no confusions for the other party when they are answering the survey. Other than that, this survey should not only be focused within Sunway Pre-University students. It should comprise of responses from students of different faculties of Sunway University College. With these suggested improvements, the next researcher should be able to obtain a much more sensitive and accurate results which involves a larger population of Sunway University College students. 6. 1.

Implication of Study 6. Implication and Limitations The findings of this research provide new insights to what is already known. Aside from application and software feature, respondents also highly prioritize smartphones with a good design. This is an unexpectedly highly

valued feature that the respondents voted for. Even though all features of a smartphone are equally important, but this research has shown how some features are more highly regarded than others which show the behavior of customers when purchasing a smartphone.

The third hypothesis of this research illustrates that there is a significant relationship between brand name and the purchasing intent of smartphone. In accordance with the findings of this research, it is proven that this hypothesis is true. 11 out of 20 respondents voted that they are very likely to consider the brand of the smartphone before purchasing it.

This may be because the brand of a product is the face of the company. If the company does not have a good reputation, there is a high chance that their product will be prone to be of low quality. Hence, the brand of a product really does affect the purchase intention of its' potential customer. Other than that, based on the survey, there is a question on the respondent's opinion of a popular smartphone brand. 12 out of 20 respondents voted that Samsung is, in their opinion, the most popular brand in the world of smartphones compared to others like Hua Wei, Xiaomi, Oppo and LG. This may be because Samsung has an extensive advertisement range which led to higher awareness of Samsung as a high quality and popular product.

Plus, Ting et al. (2011) found that between brand loyalty and social influence lies a positive relationship which in turn affects smartphone purchase behavior. Hence, brand name does affect the purchasing intent of smartphone. To further elaborate the second hypothesis, one of the

questions in the survey inquired about the main smartphone usage purpose and many respondents voted that they use WhatsApp the most using their smartphone.

This result is followed by Facebook, a huge social media platform and in third place is YouTube and Internet Browsing. These activities can only be possible with a smartphone that has cutting edge technology imbedded in it and the consumer has access to the Internet. With smartphone having features like application and software, it can definitely be one of the factors influencing smartphone purchasing intent as the respondents all need these features to fulfil their main purpose of using a smartphone. The second hypothesis of this research is that there is a significant relationship between the product features and the purchasing intent of smartphone. Based on the end results, it is revealed that the product feature does play a significant role on the purchase intention of smartphone. The question included smartphone features like high-speed processing or operating system, application and software, convenience and also design. Among these 4 features, 2 of them have a high frequency of 11 out of 20 respondents' votes each respectively as the extremely likely factor that the students will consider when purchasing the smartphone. These two features are namely application and software and also design.

The remaining 2 factors both have the second highest frequency of respondents' vote of high likelihood as an influencing factor of smartphone purchase, with high-speed operating system having 8 out of 20 votes and convenience having 6 out of 20 votes. Therefore, with this result, it is

confirmed that the product features like design and software play an important role in influencing the purchasing intent of smartphones among students in Sunway College. The first hypothesis of this research is that there is a significant relationship between the price and purchasing intent of smartphone. From the analysis conducted, it is discovered that the price of the smartphone does play a role in influencing the purchase intention of smartphone. 9 out of 20 respondents voted on the option that they will very likely consider the price of the smartphone before making their purchase. This represents 45% of the total response for this question and this response option has the highest frequency among its counterparts for this factor.

Thus, it is proven that the price of smartphone and purchase intention of smartphone share a significant relationship with one another. The research methodology incorporated in this study is reliable as it was used by a past research that produced accurate and sensitive results. The method used was very sensitive as it provided scales for respondents to fill up their responses with a more specific answer.

5. Discussion Figure 2: Purpose of Smartphone Usage
 Figure 1: Frequency of popular smartphone brands
 Table 1: Likelihood of factors to influence smartphone purchase decision.

	Very Likely	Likely	Neutral	Not Likely	Very Unlikely	High-Speed
Processing/Operating System	8/20	11/20	1/20	0/20	0/20	Application and Software
Value/ Price	9/20	7/20	3/20	1/20	0/20	Brand
Design	11/20	8/20	1/20	0/20	0/20	Convenience

4. Results The procedure

involved includes the distribution of questionnaire among Sunway College Pre-University students.

The media of transfer is by verbal and social messengers like WhatsApp. The data collected after the survey is completed will then be analyzed in the form of tables, graphs and charts. Afterwards, a conclusion will be made based on the information collected via the conduct of the survey.

3. 3. Procedure

The instrument used in this research is a questionnaire.

It uses five-point Likert scale and also multiple-choice questions to determine an answer for each of the research objectives. The research questionnaire is designed with full attention to extract information on “ Factors that influence purchase intention of smartphones”, “ Brands of Smartphone that are popular” and also “ Smartphone Usage Purposes”. There are four sections to the questionnaire. The first section contains questions to determine the demographic of the respondents. Questions like age and gender are included. The second section contains the factors influencing smartphone ownership. The factors highlighted in the questionnaire is reflective of the selected literatures to determine the factors influencing smartphone purchase in Sunway College.

On the other hand, the third section of the questionnaire comprise of multiple-choice question that inquiries about the respondents’ opinion on popular smartphone brand. Lastly, the fourth section includes a multiple-choice question to determine the main usage purpose of smartphone.

2. Instruments

This research aims to find out the factors influencing the

purchasing intent of smartphone among Sunway Collegestudents. Hence, the participants are from Sunway College and are currentlypursuing their Pre-University studies. There are 20 participants in total forthis research. 3.

1. Participants3. Research Methodology Companies and organizations will alwaysfind their own points of differentiation in order to stand out more in theirindustry. In this case, the smartphone industry. These companies must discovernew attractive technological improvements for the smartphone and to meet theexpectations and demands of the customers. Brand name can be used to define andrepresent the organization.

Many organizations highlighted the importance ofthe brand name due to its opportunity to bring forth a competitive advantage tothe company (Cornelis, 2010). In accordance to ChangeWave Research (2010), Apple, the smartphone brand has a huge loyal customer base as the companycreates gadgets to cater to different types of customer with a variety ofcolours, storage spaces at varying prices. In short, brand name does affectdemand for smartphones among Malaysian students (Norazah, 2013).

2. 3. Brand NameIn today's technological market, thereare many similar smartphones with high technology features. Hence, differentpeople will pick and compare the features of smartphones and choose thesmartphone that can meet both their needs and wants. As claimed by Oulasvirta et al. (2011), thereare many features in our smartphones nowadays like a built-in web browser, wireless connection, high-definition displays, location detectors and alsoample storage.

All these features of a smartphone will be subject to the expectation of consumers on whether if they will be satisfied with the product when they utilize it, hence influencing the purchasing intention (Kupiec & Revell, 2001)

2. 2. Product Feature The Law of Demand is one of economic's core concept. This law states that the demand of a product is affected by the price of the product.

When the price of the product is high, the demand will be low. According to Bettman, Johnson and Payne (1988), different factors can influence situations differently. Following Chisnall (1994), it is stated that consumers have different tastes, motivation, need and lifestyle when it comes to the purchase of a product. Some of them will go for high quality products that come with a high cost, while some will choose otherwise (Monroe, 2004).

1. Price Smartphones nowadays are known for their advancement in computing power and highly regarded connectivity compared to a contemporary mobile phone. Due to these special features along with fundamental functions of a mobile phone like SMS and video call, smartphones are dubbed as the "medium of new information" (May & Hearn, 2005).

In Malaysia, surviving a day without a smartphone is simply impossible as that gadget has dominated our daily lives with its' superb abilities. According to Malaysian Communication and Multimedia Commission (MCMC), there are 87.9% of Malaysians who own a smartphone, and within this percentage, 65.2% of them are Malays (MCMC Statistics, 2014).

2. Literature Review There are three hypotheses identified which are related to this study. The first hypothesis states that there is a significant relationship between the price and purchasing intention of smartphone. The second hypothesis indicates that product feature of the smartphone will affect the purchase intention.

The third hypothesis suggests that the brand of the smartphone will impact the purchase decision of the smartphone. This study aims to identify the factors influencing the purchasing intent of smartphones among Sunway College students. 1. 6. Conclusion c.

There is a significant relationship between the brand name and purchasing intent of smartphone. b. There is a significant relationship between the product feature and purchasing intent of smartphone. a. There is a significant relationship between the price and purchasing intent of smartphone. 1. 5.

Research Hypothesis c. How does the brand name of a smartphone affect the purchasing intent of smartphone? b. What is the impact of the role of product feature on the purchasing intent of smartphone? a. How does the price of a smartphone influence the purchasing intent of smartphone? 1. 4. Research Questions c. To investigate the impact of different brand names towards the purchasing intent of a smartphone. b.

To understand the role of product features on the purchasing intent of a smartphone. a. To find out the significance of price towards the purchasing intent of a smartphone. 1. 3. Research Objectives The aim of this

study is to investigate the factors that affect Sunway College students' intention to purchase a smartphone. 1.

2. Purpose of Study Strategy Analytics also revealed that there is a usage of 1 billion smartphones worldwide, with a penetration of 1 in 7. While in Malaysia, the rate of penetration stood at 1 in 4 and 17.3% of the age of smartphone users is between 20 to 24 years old.

These facts are also supported by a survey done by Ericsson. According to Ericsson (2013), the report of the study indicated that the adoption of smartphones will tremendously grow in the upcoming years with the subscriptions of smartphone to increase by nearly 5 times between the years of 2013 and 2019. This will in turn cause South-East Asia and Oceania to have an excess of 700 million subscriptions of smartphone. Mobile devices and now more widely known as smartphones are gradually taking over our lives. Most of us Malaysians do own a smartphone and it is part of our belongings no matter where we are.

According to a statistical report by the Malaysian Communication and Multimedia Commission (MCMC), it is shown that 53.4% of Malaysians use smartphones (MCMC Statistic, 2014). The International Data Corporation (IDC) report also showed that smartphone demand has grown in Malaysia due to the fact that affordable smartphones are easily available in the market (Bernama, 2012). 1.

1. Background of Study 1. Introduction Factors Influencing Purchasing Intent of Smartphone Among Sunway College Students Keywords:

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Purchasing Intent, Sunway College students, ProductFeatures, Brand, PriceSmartphones are making impact in the modern world and many of the worldpopulation are converting from mobile phones to smartphones. This study mainpurpose is to identify the factors influencing the purchasing intent of smartphonesamong Sunway College students. Evidences are gathered based on researchmethodology to achieve research objectives. The finding of this study showsthat three main factors namely price, product feature and brand name have asignificant impact on the purchasing intent of smartphones among Sunway Collegestudents.

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