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EE489: Seminar in Industrial Economics

Factors influencing purchasing decision with regard to smartphone brands

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Abstract

Presently, demand of smartphone is massively increased. Smartphone facilitates human's lives especially in communication. The objective of research to determine factors influencing purchasing determination with regard to smartphone brands. The focus group is young male consumers. Moreover, the young male behavior is included in the results from research survey. This conceptual paper conveys 2 groups of factors such as demographic factors and external factors. Primary data is accumulated through the constructed-online questionnaire from 213 young male consumers. The estimation based probit model. As a result, brand image has the most significant effect on individuals' current smartphone.

1) Introduction

In the past, the cellular phone consisted of many buttons with small display screen. Fortunately, it evolves to be the smartphone which is controlled by touch screen. The portable smartphone has many functional usages. Nowadays, smartphone is significantly well-known. Smartphone enhances the comfortability in every communication. Moreover, smartphone provides many functional usages depending on users' demands. It becomes the most reliable device for communication. People around the globe can connect to each other through smartphone. The sending messages from many applications such as LINE (the message application well-known in Asia) allow people to have more options of communications instead of calling. The huge improvement from the cellular phone to smartphone is the critical part of social changes.

Due to the massive technological improvements, smartphones have been launched in every year. Young people tends to sophisticated in the advanced technology. Research mainly focus on factors influencing the consumer decision to smartphone brands on young male consumers. Due to the technological change, beneficial aspects allow consumers catching up trends easier than before. The constructed-online questionnaire observes the statistic of young male age in 4 ranges such as 12-15, 16-19, 20-23 and 24-27. Because of the smartphone users' behavior, only young male consumers are the focus group of this research that can reduce the varieties of demographics. Research provides the links of 2 main variables such as external factors and young male consumer decision in buying smartphone.

1.1) ***Research objectives***

The research objective is to observe the factors that affect young male consumer decision in buying smartphone. Moreover, this research elaborates which factors influencing the most.

1. In order to survey the effect of the brand image on young male consumer decision in buying smartphone.
2. In order to survey the effect of price on young male consumer decision in buying smartphone.
3. In order to survey the effect of product features on young male consumer decision in buying smartphone.
4. In order to survey the effect of social influence on young male consumer decision in buying smartphone.
5. In order to survey the effect on marketing strategies from smartphone brands on young male consumer decision in buying smartphone.

1.2) ***Business background***

Many factors are the basic and necessary information to observe the consumer decision in buying smartphone. A large number of choices for choosing smartphones cause the red-ocean market. Smartphone brands are Apple, Samsung, Huawei, Oppo, Vivo and others. The comparison among these brands is that Apple firstly represents itself to be the high-end brand seizing the most market share for a decade. It is apparently to seize the most market share. Samsung becomes more powerful in producing the high-end smartphones as Samsung galaxy S series and Note series. Other smartphone developers are threatened by these 2 brands. According to the Thai-Rut report (2018), smartphone penetration in Thailand has expanded in year 2018 from around 73 percent to 84 percent. This advantage results in the vast improvements of Thais' knowledge towards technological changes. On the other hands, the disadvantage demonstrates that the smartphone companies which compete in red-ocean market is suffering because of the lack of differentiated product (Osman, 2013)

According to E.T.E (Electronic Technology Environment research center, 2014), the survey from consumers in urban areas results in the highest number of smartphone users which are customers in young age from 12-27. The result is 65 percent sophisticated in smartphone. Because young adult are familiar with the new technology. They are available to embrace the innovation features. Young male are less affected from advertising than young female (Khan and Rohit, 2012). Therefore, this research continuously determines factors influencing young male consumer decision in buying smartphone.

2) Literature review

2.1) *Brand image*

Brand equity consists of brand image considered as the crucial component. Consumers' perception towards the brand image is the set from producers. According to Kotler (2001), "image as the set of beliefs, ideas, and impression that a person holds regarding an object". The consumers' perceptions towards the brand associated in deep mindsets. It reflects the brand support, for example, the consortium agreement. According to Dhoni and Zinkhan (1990), characters are brand associations and brand attributions. The impression towards the brand comes from the brand associations (Keller, 1993). Three aspects are synthesized as the uniqueness, strength and favorability. The strength comes from the vigorous conceptual brand. The strong brand name conveys all vital information to customers which leads to the indication of consumers' accessibility. The consistency of brand supports leads to the brand association overtime. Uniqueness of its products leads to the favorability of differentiation. Uniqueness includes the consumer's determination towards the brand (Riezebos, 2003). All unique features refers to the inference of brands, for example, design (Derek Rucker, 2012).

According to James Mccormack (2015), the well-known brand creation process needs the catching up trends. Consumers consider brand's value from their self-esteem. The more outstanding quality, the more brand's value itself. Apple is the highest brand image because of unique products. It creates the brand loyalty to all customers. Consumers consider the trustworthy products. The symbols of success usher company to improve its products then brand image. The self-esteem plays an important role in trying to increase the social status. Furthermore, some apple users contemplate themselves as the high-end social class while carrying those apple products.

Consumers are willing to pay the premium price because they consider that products are the unique products (Peter Detlef, 2015). Apple ceases the negative experience towards its products. According to Rein Cutwats (2014), Consumers firstly consider the brand image in order to choose products. The reputation collaborates the success of improving brand image. Therefore, Apple claims this reward as the premium price because of appropriate brand image.

2.2) *Price*

Financial term offerring for firm's profits is pricing which is the exchange utilities from company to customers (Kotler, 2011). Price is charged which includes in the service or product. Pricing strategies introduce the brand image. The combination of other goods such as service (Applecare) and smartphones represents the overall utilities. The willingness to pay the premium price according to the brand image increases the service period. The more total profits, the more service for customers which is called the marketing mix. According to Matt Duczeminski (2015), there are 2 divisions for pricing products as low-end and high-end products. The border line between expensiveness and affordableness depends on product quality. However, setting the price too low can cause an assumption to be low quality product. On the other hand, high pricing strategy sometimes shut the consumers' choices. Therefore, The decent pricing strategy grants premium price and better services. Moreover, Duczeminski describes the income effect on smartphones. The higher the income, the more smartphones are used especially the expensive one. However, the computer usages do not resort the same way. Comparing between high income and low income, the same trend on smartphones embarks on identical usages. But the computers and tablets usages decrease in low income. Therefore, smartphones brand themselves as the indispensability for lives.

2.3) *Product features*

Functional attributes augment the acquisition from consumptions (Doole, Isobel, Lowe, Robin, 2009). Consumer decision depends on product features. The ease of smartphone usage is portable. Basic smartphone features are cellular, screen display, battery life or camera. Moreover, the technological improvements cause the advanced functional smartphones such as higher ROM or fast speed connection. The large screen is the upcoming trend. According to Steve Jobs (2013), " the smartphone is only suitable for one-hand usage". On the other hand, the big-screen smartphone causes the vast improvements. Foundation of the old smartphone changes. Specification keeps the same move except the size. According Puerto Rico (2015), the size of touch screen expands alluring customers through their origins. Due to the prosy of human nature, developers alter the former technology in almost every year. Young customers value the every new creativity such as the complicated software which attracts new buyers (Denise E. Agosto, 2011). Therefore, young consumers tend to attract more new technologies than the adult consumers.

Consumers request for concordance between ideas and features. However, the difference in operating systems causes the diversities in functional applications. There are 2 operating systems which are IOS invented from Apple corporation. Android invented from Google Corporation which sells the Android operating system to many smartphone companies. These operating systems affect to the consumers' behaviour a lot because of the varieties of preferences. Many features are dissimilar due to the different operating system, for example, the voice assistants which are in the different forms such as Siri from IOS or Bixby from Samsung.

2.4) *Social influence*

According to R. Buckminster Fuller (2011), "Humanity is acquiring all the right technology for all the wrong reasons". Basically, consumers seek technology to gain their own benefits, for example, increasing salaries. The direct intervention with groups cause the changes in attitudes or norms. Parents have influences since the first day on earth. However, some groups' thoughts might redirect to other perceptions. Social influence theories are the rule of consistency and social judgement theory. Firstly, the rule of consistency including social approval causes the new performances. Continuous active influence strengthens necessary receptions. Informational perception influences the adaption to society. Personal observation authorizes the identical usages. The uninterrupted trends massively come into lives. The negligible motive of technological changes impacts to the society such as the launch of new smartphone in every year. This leads to the societal norms having electronic devices. Secondly, the social judgement theory proceeds the judgmental impacts. Societal concepts persuade consumers to accept premium price products.

This research aims to examine the external factors that affect the consumer decision in buying smartphone. Moreover, this research specifically focuses on young male consumer. Because of the gender difference, the goal is to observe young male behavior towards the marketing strategies from smartphone companies such as advertisement. Young female consumer tends to attract the advertisement more than young male consumer.

3) Methodology

The objective of collecting primary and secondary data is to observe the effect of factors on young male consumer decision in buying smartphone. Primary data is collected from 213 participants through constructed-online questionnaire. This research focuses on young male consumers resulting in 100% from male participants. Author collects the data from online sources and books as secondary data.

3.1*) Research questionnaire*

This research mainly focused on questionnaire which records all information for particular factors. 213 participants are required to sign their basic information such as age. The age ranges of young male consumers are 12-15, 16-19, 20-23 and 24-27.

Consumers have the different budget on smartphones. Then, the price range is provided as below 6,999 bath, 7,000-13,999 bath, 14,000-20,999 bath and above 21,000 bath. The necessary observation is consumer's preference to their smartphone brands which are Apple, Samsung, Huawei, Oppo, Vivo and others. Operating system for computers are Windows and MacOS. The author's requirement is to collect the factors that affect young male consumers decision in buying smartphone. Thus, participants require to sign what computer operating system they used. There are many customers who purchase application on App stores for IOS operating system or Play store for Android operating system. The application is available depending on the operating system. For example, IOS users have many applications on the IOS operating system. The transmission of applications from IOS to Android is not available. Therefore, this is also the factor that affects the young male consumer decision in buying smartphone. There are 5 factors influencing young male consumer decision in buying smartphone such as brand image, pricing, product features, social influence and marketing strategies from developers.

3.2) *Model Specification*

The research consists of 3 sets of independent variables. Firstly, *set 1* includes 2 demographic variables which are *age* (age range of respondents), *budget* (respondents' budget on smartphone). Plus, it includes 2 external variables such as *computer* (respondents' current computer operating system) and *application* (applications influence to current smartphone use). Secondly, *set 2* includes external variables such as *brandimage1* (If it is the favourite brand. The price does not involve in purchasing decision.), *brandimage2* (brand image affects the purchasing decision.), *brandimage3* (the scandalous news do not affect the purchasing decision), *brandimage4* (brand image does not affect the purchasing decision.), *price1* (high willingness to pay for high price smartphone.), *price2* (smartphone with low price has risks in usage.), *price3* (price is the factor influencing purchasement for smartphone brands.), *price4* (smartphone is not necessary.), *features1* (the purchasing decision depends on favorite operating system.), *features2* (the most important factor is operating system.), *features3* (price is the factor influencing purchasing decision for smartphone brands.) and *features4* (I choose smartphone depending on ease of typing and notes.). Finally, *set 3* comprises of 2 external variables which are *socialinflu1* (reputation of brands increases my social status.), *socialinflu2* (I only choose the in-trend smartphone.), *socialinflu3* (closed people, friends, family affect the purchasing decision.), *socialinflu4* (social influence does not affect the purchasing decision.), *marketing1* (discount promotion), *marketing2* (advertisement), *marketing3* (buy 1 get 1 free) and *marketing4* (marketing strategies do not affect the purchasing decision.).

The research comprises of 3 regressions. *Specification 1* includes independent variables in set 1. *Specification 2* consists of independent variable in set 1 and set 2. *Specification 3* comprises of independent variables in set 1, set 2 and set 3.

Specification 1 : Probit regression (set 1)

$$Yi = \beta 0 + \beta 1 \cdot (age)_i + \beta 2 \cdot (budget)_i + \beta 3 \cdot (computer)_i + \beta 4 \cdot (application)_i$$

Where:

Yi is a dependent variable which is the current smartphone. This research indicates the relationship between the dependent and independent variables. Demographic factors are *age* and *budget*. External factors are *computer* (current computer's operating system use), *application* (applications in IOS or Android that young male consumers bought.). The independent variable *computer* is the dummy variable; coded as 1 if the respondent currently owns Mac operating system, coded as 0 if the respondent currently own Windows operating system. The independent variable *application* is the dummy variable; coded as 1 if applications that the respondent bought in each operating system influence the current smartphone, coded as 0 if applications that the respondent bought in each operating system are not influence to current smartphone.

Specification 2 : Probit regression (set 1 + set 2)

$$Yi = \beta 0 + \beta 1 \cdot (age)_i + \beta 2 \cdot (budget)_i + \beta 3 \cdot (computer)_i + \beta 4 \cdot (application)_i + \sum^4_{j=1} r_m brandimage_{i,j} + \sum^4_{k=1} \Theta_k \, price_{i,k} + \sum^4_{f=1} \lambda_f \, features_{i,f} + \varepsilon i$$

Where:

Yi is a dependent variable which is current smartphone. This research indicates the relationship between the dependent and independent variables. Specification 2 comprises of all independent variables in set 1 and additional all independent variables in set 2.

Interval scale makes respondents to answer the question in the following order. It allows author to scale the differences in each independent variable. External factors in set 2 are rated by five likert-type scales; 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. Author's objective is to find out what factors affect the consumers the most. Each external factor consists of four questions in the different description. Therefore, all questions in constructed-online questionnaire has the different meanings which give the author in different results. Respondents have to rate the five likert-type scales of $\sum^{4}_{j=1} r_m brandimage_{i,j}$, $\sum^{4}_{k=1} \theta_k\, price_{i,k}$ and $\sum^{4}_{f=1} \lambda_f\, features_{i,f}$.

$\sum^{4}_{j=1} r_m brandimage_{i,j}$ includes the sum of independent variables such as *brandimage1* (if it is the favourite brand. The price does not involve in purchasing decision.), *brandimage2* (brand image affects the purchasing decision.), *brandimage3* (the scandalous news do not affect the purchasing decision) and *brandimage4* (brand image does not affect the purchasing decision.).

$\sum^{4}_{k=1} \theta_k\, price_{i,k}$ includes the sum of independent variables such as *price1* (high willingness to pay for high price smartphone.), *price2* (smartphone with low price has risks in usage.), *price3* (price is the factor influencing the buying decision for smartphone brands.) *and price4* (smartphone is not necessary.).

$\sum^{4}_{f=1} \lambda_f\, features_{i,f}$ includes the sum of independent variables such as *features1* (the purchasing decision depends on favourite operating system.), *features2* (the most important factor is operating system.), *features3* (price is the factor influencing purchasement for smartphone brands.) *and features4* (I choose smartphone depending on ease of usage.).

Specification 3 : Probit regression (set 1 + set 2 + set 3)

$$Yi = \beta 0 + \beta 1 \cdot (age)_i + \beta 2 \cdot (budget)_i + \beta 3 \cdot (computer)_i + \beta 4 \cdot$$

$$(application)_i + \sum^4_{j=1} r_m brandimage_{i,j} + \sum^4_{k=1} \Theta_k\, price_{i,k} + \sum^4_{f=1} 入_f\, features_{i,f}$$

$$+ \sum^4_{m=1} \alpha_m socialinflu_{i,m} + \sum^4_{n=1} Ø_n\, marketing_{i,n} + \varepsilon i$$

Where:

Yi is the dependent variable which is current smartphone. This research indicates the relationship between the dependent and independent variables. Specification 3 comprises of all independent variables in set 1, set 2. Additionally, all independent variables in set 3 are also included in this specification.

$\sum^4_{m=1} \alpha_m socialinflu_{i,m}$ includes the sum of independent variables *socialinflu1* (reputation of brands increases my social status.), *socialinflu2* (I only choose the in-trend smartphone.), *socialinflu3* (closed people, friends, family affect the purchasing decision.) *and socialinflu4* (social influence does not affect the purchasing decision.).

$\sum^4_{n=1} Ø_n\, marketing_{i,n}$ includes the sum of independent variables *marketing1* (discount promotion), *marketing2* (advertisement), *marketing3* (buy 1 get 1 free) and *marketing4* (marketing strategies do not affect the purchasing decision.).

4) Data analysis

According to Table 1, the dependent variable is *currentsmartphone* (respondent's current smartphone); coded as 1 if the respondent's smartphone is Iphone, coded as 0 if the respondent's current smartphone is not Iphone. The average of respondents' current smartphones is 0.70 which means that 70 percentage of respondents own Iphone. Demographic variables are *age* (age of respondents) and *budget* (budget for purchasing smartphone). There are 4 age ranges which are 12-15, 16-19, 20-23 and 24-27. For the simplicity, author transforms age range to be the average age. The mean of independent variable *age* (age of respondents) is apploximately 20 years old. The average of independent variable *budget* (budget for purchasing smartphone) is apploximately 19,847 baht. The result describes that young male consumers tend to invest much in smartphone. Information bias arises because respondents are the smartphone lovers. The independent variables *computer* and *application* are the dummy variables. The independent variable *computer* is coded as 1 if the respondent currently uses MacOS, coded as 0 if the participant currently use Windows. The average of independent variable *computer* is apploximately 0.24 which means that 24 percentage of respondents use MacOS. On the other hands, even the number of Iphone users are 70 percentage, the number of MacOS is only 24 percentage. The independent variable *application* is coded as 1 if applications that the respondent bought in each operating system influence to current smartphone use, coded as 0 if applications that the respondent bought in each operating system are not influence to current smartphone. The average of the independent variable *application* is apploximately 0.69. The result shows that 69 percentage of respondents consider that applications which the respondents bought in each operating system influence to current smartphone.

4.1) *Table 1: Description and descriptive statistics*

Variables	*Description of Variables*	*Mean*	*Std. Dev.*	*Min*	*Max*
currentsmartphone	Respondents' current smartphones. (1=Apple, 0= other smartphones)	**0.699**	**0.459**	**0**	**1**
age	Age of respondents	20.167	2.447	13.5	25.5
budget	Budget for smartphone	19847.42	5440.628	6,000	23,000
computer	Current computer operating system (1: MacOS, 0: Windows)	0.249	0.433	0	1
application	Applications influencing to current smartphone (1:Yes, 0:No)	0.691	0.464	0	1
brandimage1	If it is the favourite brand. The price does not involve in purchasing decision.	3.761	1.071	1	5
brandimage2	Brand image affects the purchasing decision.	3.869	1.074	1	5
brandimage3	The scandalous news do not affect the purchasing decision.	1.981	1.111	1	5
brandimage4	Brand image does not affect the purchasing decision.	2.141	1.027	1	5
price1	High willingness to pay for high price smartphone.	3.648	1.015	1	5
price2	Smartphone with low price has risks in usage.	3.742	1.074	1	5
price3	Price is the factor influencing purchasement for smartphone brands.	2.357	1.368	1	5
price4	Smartphone is not necessary.	2.413	1.176	1	5
features1	The purchasing decision depends on favourite operating system.	3.671	1.025	1	5
features2	The most important factor is operating system.	3.667	1.084	1	5
features3	The operating system does not affect the purchasing decision.	2.362	1.330	1	5
features4	I choose smartphone depending on ease of typing and notes.	2.488	1.227	1	5
socialinflu1	Reputation of brands increases my social status.	3.512	0.974	1	5
socialinflu2	I only choose the in-trend smartphone.	3.653	1.019	1	5
socialinflu3	Closed people, friends, family affect the purchasing decision.	2.653	1.281	1	5
socialinflu4	Social influence does not affect the purchasing decision.	2.727	1.189	1	5
marketing1	Discount promotion	3.694	0.762	1	5
marketing2	Advertisement	3.539	0.918	1	5
marketing3	Buy 1 Get 1 Free	3.605	0.876	1	5
marketing4	Marketing strategies do not affect the purchasing decision.	3.469	0.939	1	5

The objective of research is to find out what independent variables which are demographic variables and external variables affect the dependent variable Y which is *currentsmartphone* (respondent's smartphone). The dependent variable Y is the dummy variable; coded as 1 if the respondent's smartphone is Iphone, coded as 0 if the respondent's current smartphone is not Iphone. Thus, the probit model is used for interpreting the data.

4.2) Regression result

Table 2: Regression Result

VARIABLES	(1) CURRENTSMARTPHONE mfx dydx	(2) CURRENTSMARTPHONE mfx dydx	(3) CURRENTSMARTPHONE mfx dydx
AGE	0.0184	-0.00143	-0.00580
	(0.0171)	(0.0197)	(0.0166)
BUDGET	5.43e-05***	5.05e-05***	5.17e-05***
	(7.40e-06)	(9.95e-06)	(1.06e-05)
COMPUTER	0.318***	0.244***	0.243***
	(0.0613)	(0.0610)	(0.0567)
APPLICATION	0.0688	0.111	0.137
	(0.0744)	(0.0920)	(0.0915)
BRANDIMAGE1		-0.134*	-0.232***
		(0.0724)	(0.0728)
BRANDIMAGE2		0.124*	0.135**
		(0.0643)	(0.0609)
BRANDIMAGE3		-0.137**	-0.135**
		(0.0694)	(0.0566)
BRANDIMAGE4		0.168**	0.178***
		(0.0693)	(0.0596)
PRICE1		0.218**	0.148
		(0.0867)	(0.107)
PRICE2		0.00854	0.0522
		(0.0553)	(0.0568)
PRICE3		-0.0706*	-0.0834*
		(0.0425)	(0.0476)
PRICE4		0.104*	0.127**
		(0.0605)	(0.0574)
FEATURES1		0.196*	0.190**
		(0.100)	(0.0840)
FEATURES2		0.0142	0.0372
		(0.0772)	(0.0697)
FEATURES3		0.196***	0.152**
		(0.0735)	(0.0654)
FEATURES4		-0.185***	-0.197***
		(0.0612)	(0.0716)
SOCIALINFLU1			0.170**
			(0.0778)
SOCIALINFLU2			-0.0526
			(0.0549)
SOCIALINFLU3			-0.0340
			(0.0558)
SOCIALINFLU4			0.174***
			(0.0584)
MARKETING1			-0.0487
			(0.0601)
MARKETING2			-0.0705
			(0.0508)
MARKETING3			0.0878*
			(0.0474)
MARKETING4			0.0574
			(0.0472)

From the table 2, column (1) indicates the probit model result and marginal effects (standard errors within parentheses) of specification 1 which comprises of independent variables in set 1. Column (2) shows the probit model result and marginal effects (standard errors within parentheses) of specification 2 which comprises of independent variables in set 1 and set 2. Column (3) shows the probit model result and marginal effects (standard errors within parentheses) of specification 3 which comprises of independent variables in set 1, set 2 and set 3.

Firstly, probit regression model indicates 2 variables in specification 1 that affect the *currentsmartphone* (respondent's current smartphone). There are *budget* variable(respondent's smartphone budget) from demographic variables and *computer* variable (current computer's operating system) from external variables that affect the dependent variable *currentsmartphone* (respondent's current smartphone). If the *budget* variable increases by one unit, the *currentsmartphone* variable will positively be increased by 0.0000543 %, 0.0000505, 0.0000517% which are from specification 1, specification 2 and specification 3, respectively. For the *computer* variable in specification 1, the marginal effect of *computer* variable affects 31.8 percentage points with statistically significant at 5 percent significance level ($p<0.05$). On the other hands, comparing *computer* variable in specification 1 to specification 2 and specification 3, the current computer operating system is 24 percentage points which less affects on the current smartphone with only independent variables in set 1 (*age, budget, computer and application*).

The probit regression result demonstrates that brand image has both significantly positive and negative effect to consumer decision towards other smartphones instead of current smartphone. Young male consumers obviously attract to brand image. Smartphone market steps to be the nearly competitive market. Therefore, the probit regression result supports the literature review of brand image.

Specification 2 includes independent variables in set 1 and set 2. The *brandimage1* variable (if it is the favourite brand. The price does not involve in purchasing decision.) has negative effect on the current smartphone by 13.4 percentage points with 1 percent significance level (p<0.01). Moreover, the *brandimage1* variable has negative effect on current smartphone by 23.2 percentage points with 1 percent significance level (p<0.01). Because the specification 3 has more independent variables than the specification 2. The additional independent variables are social influence and marketing. This causes the increase in negatively significant effect on current smartphone of *brandimage1* variable from 13.4 percentage points to 23.2 percentage points. The *socialinflu1* variable implies that the reputation of the brand increases the social-status. And also, the social influence has positively significant relationship with the brand image in specification 3.

The marginal effect of *brandimage2* variable has significantly positive effect on the current smartphone by 12.4 percentage points. Moreover, this independent variable appears to be positively correlated with current smartphone in specification 3 by 13.5 percentage points. Thus, the additional independent variables such as social influence and marketing has positive relationships towards the brand image. Then, the marginal effect of *brandimage3* variable has negatively significant relationship with 1 percent significance level (p<0.01) towards the current smartphone by 13.7, 13.5 percentage points in specification 2 and specification 3, respectively. The *brandimage3* variable represents the scandalous news that affects the consumer decision. Comparing the specification 2 to specification 3, there are the additional variables such as social influence and marketing in specification 3. However, the negatively significant effect does not change much due to the fact that the scandalous news directly affects the consumer decision. Thus, there is the little change in marginal effect of *brandimage3* variable. The marginal effect of *brandimage4* variable has the positively significant relationship by 16.8% and 17.8% with in specification 2 and specification 3, respectively. The result implies that the brand image has positively significant relationship to the current smartphone meaning that the higher the brand image from smartphone developers, the higher purchasing decision towards smartphones.

The *price1* variable implies the high willingness to pay for high price smartphone. If the price increases by 1 unit, it has positively significant effect to individuals to purchase high price smartphone by 21.8 percentage points. On the other hand, the *price3* variable implies that the price is the factor that influences the decision to buy smartphone. If the price increases by 1 unit, it has negatively significant effect to individuals to purchase high price smartphone by 7, 8 percentage points with 1 percent significance level ($p<0.01$) in specification 2 and specification 3, respectively.

Product features have the significant effect on the current smartphone. The *features1* variable implies the high willingness to pay for favourite operating system. The marginal effect of *features1* variable has positively significant effect on current smartphone by 19.6 percentage points. The independent variables in set 2 indicates that the product features have the positively significant relationship on brand image and price. However, the *features4* variable implies that the choosing smartphone depends on the ease of typing and notes. The marginal effect of *features4* variable has negatively significant effect on current smartphone by 18.5 percentage points at 1 percent significance level ($p<0.01$).

5) Conclusion and Limitation

Naturally, gathering information causes the bias. It arises from many reasons, for example, insufficient number of participants. According to research survey about participants' budget, the results inclined to more than 21,000 baht for purchasing smartphone.

Smartphone is considered to be the superior goods. When the income of individuals increase, the demand for smartphone will increase. It corresponds to the *budget* and *price* variables that most respondents tend to buy smartphone with the high price. Moreover, research suggests that young male consumers tend to buy smartphone with the high level of brand image. It also shows the positive relationship with social influence. Marketing has no significant effect on young male consumer decision.

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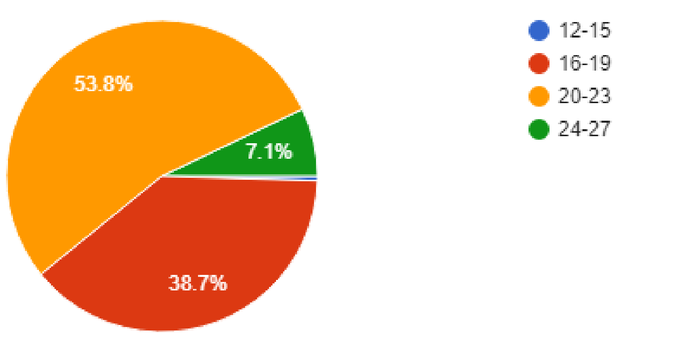
Appendix

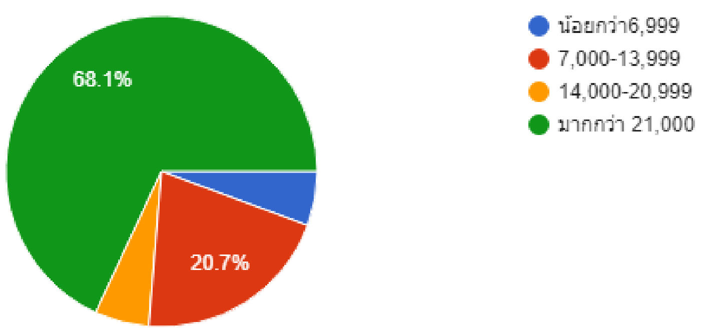
อายุ

212 responses



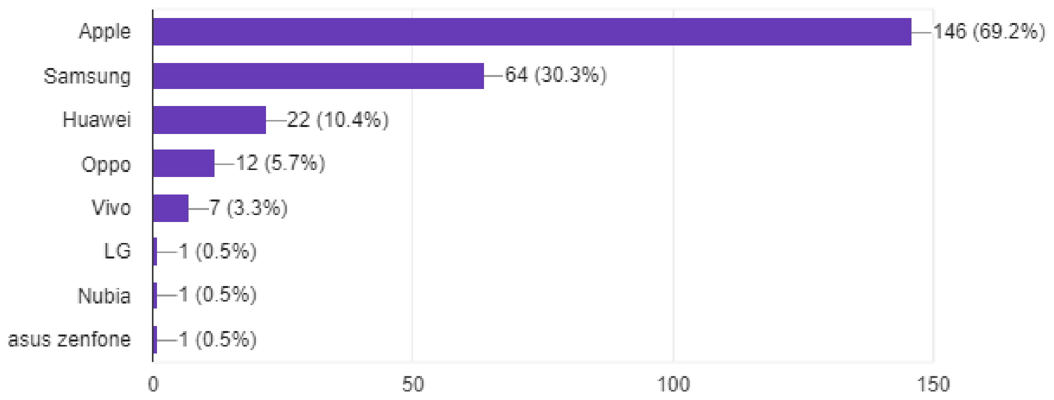
คุณมีงบในการซื้อสมาร์ทโฟนเท่าไร

213 responses



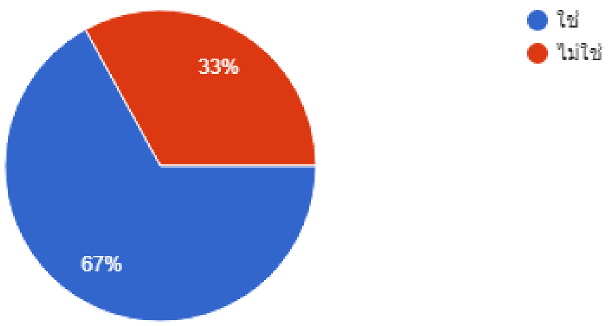
ตอนนี้คุณใช้สมาร์ทโฟนยี่ห้ออะไรอยู่

211 responses



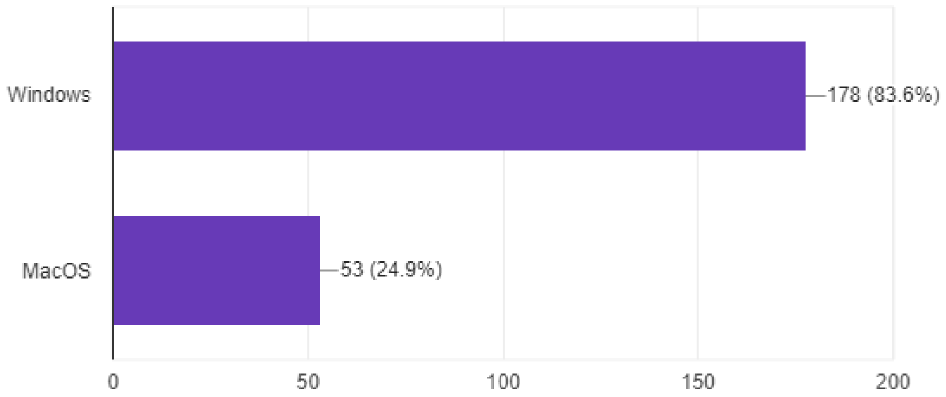
คุณซื้อแอพพลิเคชั่นในระบบปฏิบัติการนั้น...ลให้คุณไม่อยากเปลี่ยนระบบปฏิบัติการใหม่

212 responses

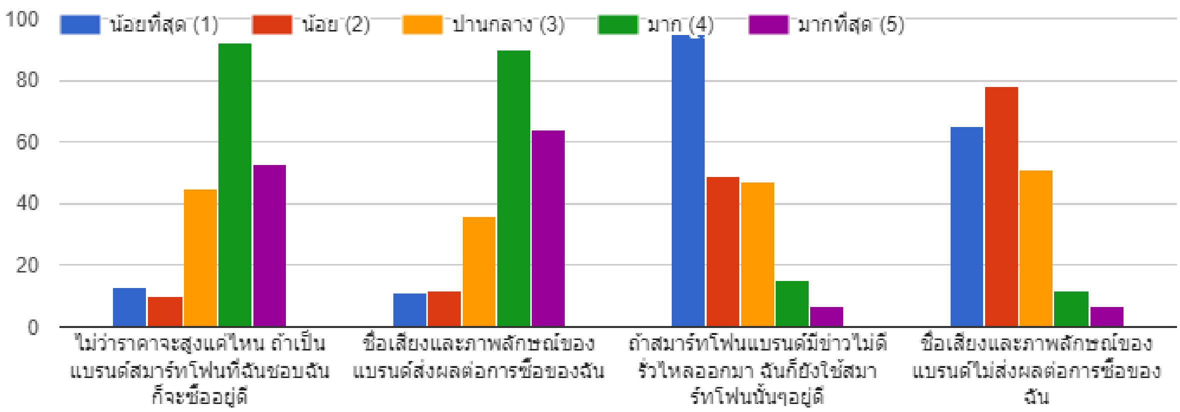


คุณใช้ระบบปฏิบัติการคอมพิวเตอร์อะไร

213 responses



ชื่อเสียงและภาพลักษณ์ของแบรนด์



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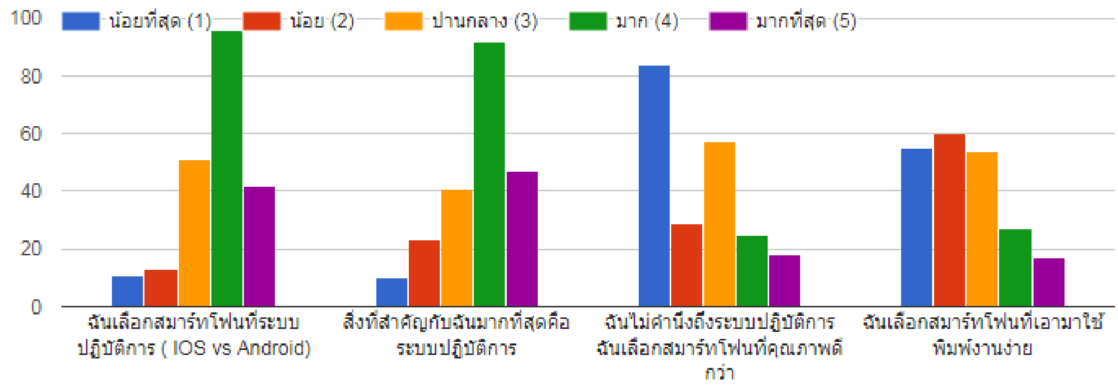
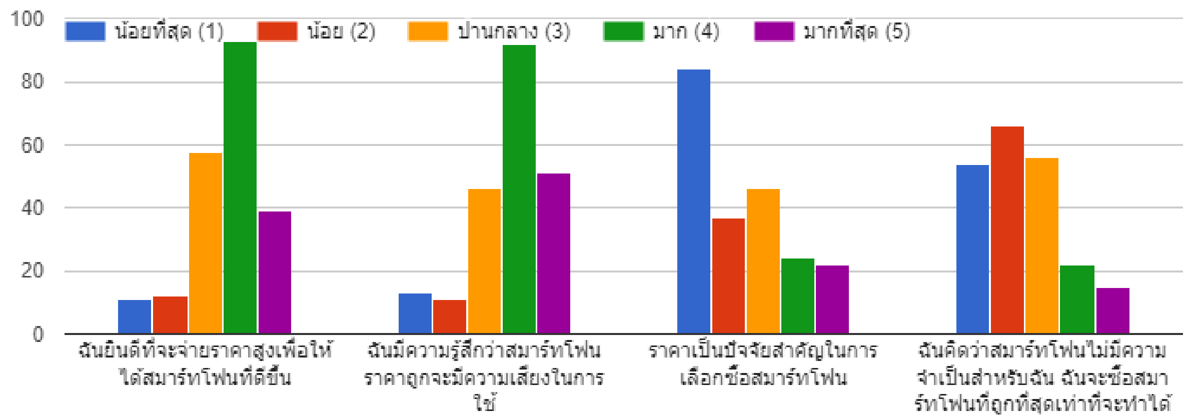
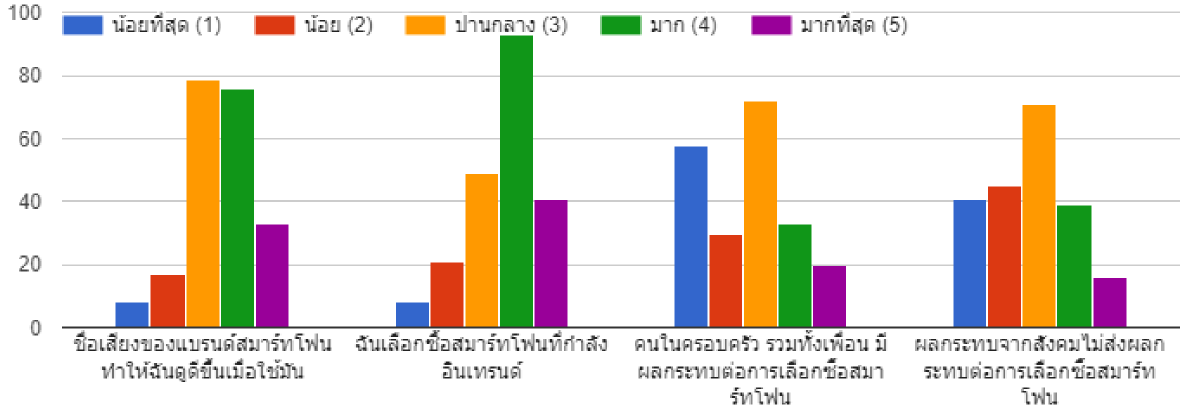


ราคา



ผลกระทบจากสังคมต่อการเลือกซื้อสมาร์ทโฟน



การตลาด