

Seminar : Factors influencing purchasing decision with regard to smartphone brands by Thitiwat Wongwaiwit
5704642452

The objective of research to determine factors influencing purchasing determination with regard to smartphone brands. This research focus on young male consumers. Research provides the links of 2 main variables such as external factors and young male consumer decision in buying smartphone.

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.

Model Specification, The research consists of 3 sets of independent variables. On set 1, it includes 2 demographic variables which are age range of respondents, respondents' budget on smartphone. Also, 2 external factors includes respondents' current computer operating system and applications influence to current smartphone use. Set 2 includes external variables such as If it is the favourite brand which price does not involve in purchasing decision, brand image affects the purchasing decision, the scandalous news do not affect the purchasing decision, brand image does not affect the purchasing decision, high willingness to pay for high price smartphone, smartphone with low price has risks in usage, price is the factor influencing purchasement for smartphone brands, smartphone is not necessary, the purchasing decision depends on favorite operating system, the most important factor is operating system, price is the factor influencing purchasing decision for smartphone brands and I choose smartphone depending on ease of typing and notes. Lastly, set 3 comprises of 2 external variables which are reputation of brands increases my social status, I only choose the in-trend smartphone, closed people, friends, family affect the purchasing decision, social influence does not affect the purchasing decision, discount promotion, advertisement, buy 1 get 1 free and marketing strategies do not affect the purchasing decision.

The results are Budget variable and computer variable Brand image has both significantly positive and negative effect , Young male consumers obviously attract to brand image , The additional independent variables such as social influence and marketing has positive relationships towards the brand image, and Product features have the significant effect on the current smartphone.

Conclusion, 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. 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.

To criticize, In my point of view, Some variables are ambiguous. Missing some factor could causing the bias results. I suggest that on the set 1, it should include salary or income of the respondents in order to determine the ability to purchase. Education should be included as well. Most of the young male in Thailand are not working while studying in high school or college, Parents are buying smartphone for them. So this research should considering include the parent's income as well. Moreover, The occupation could be the factor influencing the smartphone purchasing decision because some occupation requires or needs some application or feature that only available on certain operating system. Also, On the budget questionnaire, the price ranges are too limited. The highest range is "above 21,000 Baht", This neglecting the range between 21,000 – 39,000 and above. On the set 2, the external variables should include the previous phone's brand which can determine the user experience satisfaction toward smartphone's brand leading to repurchasing the same brand. And, should include the need of features on certain operating system, such as a need to using Imovie that only available on IOS or writing Android code that is only available on Android. Set 3 could add convenience to buy and accessibility to phone's store. The "buy 1 get 1 free" should be removed, merging to only one question as a promotion.

Weak point of this research are too small number of respondents and the way of conducting online questionnaire might be bias. The questionnaire should distribute to different social class and social status as much as possible. Some questions on the questionnaire are vague resulting in an ambiguous conclusion.