

Factors influencing purchasing decision with regard to smartphone brands (Thitiwat Wongwaiwit 5704642452)

This research paper tries to examine the factors that influence the decision of young male consumers to purchase the smartphone brands. The researcher collected total 213 samples of data, by the sample are Thai men who aged between 12 to 27. The result of this study explains that brand image has the most significant effect on individuals' current smartphone.

The regression model:

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

$$Y_i = \beta_0 + \beta_1 \cdot (age)_i + \beta_2 \cdot (budget)_i + \beta_3 \cdot (computer)_i + \beta_4 \cdot (application)_i + \sum_{j=1}^4 r_m brandimage_{i,j} + \sum_{k=1}^4 \Theta_k price_{i,k} + \sum_{f=1}^4 \lambda_f features_{i,f} + \sum_{m=1}^4 \alpha_m socialinflu_{i,m} + \sum_{n=1}^4 \varnothing_n marketing_{i,n} + \varepsilon_i$$

Y_i is the dependent variable which is current smartphone, $\sum_{j=1}^4 r_m brandimage_{i,j}$, $\sum_{k=1}^4 \Theta_k price_{i,k}$, $\sum_{f=1}^4 \lambda_f features_{i,f}$, $\sum_{m=1}^4 \alpha_m socialinflu_{i,m}$, and $\sum_{n=1}^4 \varnothing_n marketing_{i,n}$ are the sum of independent variables.

The researcher summarizes that smartphones are considered to be the superior goods, and when the income of individual increases, the demand for smartphone will increase too. Moreover, researcher suggests that young male consumers tend to buy smartphone with the high level of brand image, and marketing(or promotion) has no significant effect on young male consumer decision.

I personally think that the conclusion of this paper can be changed if we consider the other factors of consumers such as area or province they are living in. There must be more variables on the regression model to understand better about the differences of individual's perception towards smartphone brands. The paper summary may be bias to explain

the overall Thai men consumers, the result may only could apply to some Thai men consumers in metropolitan areas such as Bangkok, Nakhon Pathom, Nonthaburi, and etc.