

Previous seminar paper reviews:

Factors influencing purchasing decision with regard to smartphone brands.

The objective of this paper is to determine and discuss the factors influencing purchasing decision with regard to smartphone brands. In this paper, the author focused on both internal and external factors which are age, budget, computer, application, brand image, price, features, social influence, and marketing respectively. This paper contained both primary and secondary data to observe the factors that influencing purchasing decision of buying smartphone brands. The primary data is collected from 213 participants through constructed online questionnaire while the secondary data came from books and online sources. Also, this paper focused only on young male with the age range 12 to 27 and the regression function is used as a criteria to analyze the observing data. The research questionnaire consists of basic information such as the age range, the budget range, preference smartphone brands, and computer operating system they used.

As a result, smartphone is considered as a superior goods since the demand for smartphone has a positive relationship with an income of individual. Moreover, consumers tend to buy a smartphone with the high price, high level of brand image, and social influence. On the other hand, marketing has on effect on purchasing decision of buying a smartphone brands.

From my point of view, I think the way of gathering information of the author causes the bias since the topic of this paper focused exclusively on factor influencing purchasing decision with regard to smartphone brands but he collected the primary data only on young male. If the author wanted too focused only on young male maybe he should change the topic name such as “What factors influencing the purchase choice of a young male purchasing a smartphone brand ? ” and vice versa. In addition, the number of participants maybe insufficient and could leads to the bias. In the summary part, the author did not mentioned the result of effect on application and features since they are also considered as a factors as he mentioned before. The research questionnaires are quite different because as the age range in questionnaire is very young and some participants not even have their own salary yet. Meaning that the budget of buying a smartphone may not depends on participants but their parents. The data selection is irreverent with the topic since the dependent variable focused only people who use Iphone as the author said “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”. It will be correct if the author change coded as 1 if the respondents have a smartphone, coded as 2 if the respondents do not

have a smartphone. Last but not least, in order to make an analysis more liable, I think using Logit regression is more appropriate than Probit regression since the Logit has slightly fatter tails than the Probit possibly making it slightly more 'robust'.