

Factors influencing purchasing decision with regard to smartphone brands

This paper tries to answer the factors that influence purchasing decisions with regard to smartphone brands on young male age between 12 to 27 years old. The researcher uses a probit model to interpret the data because dependent variable Y is the dummy variable for the type of operating system of current smartphone, iOS or other platform. The cross-sectional data is applied in this research. In this paper by obtaining from the survey, online source, and books. The primary data is collected from 213 surveys from young male age between 12 to 27 years old.

This research comprises of 3 regressions to find what factors affect the consumers the most. The dependent variable Y is dummy whereas Y_i is the dependent variable which is the current smartphone platform that respondents use (0 = iPhone and 1 = Other platform). The independent variables are age, budget, computer OS, application, brand image, price, feature, social influencer, and marketing campaign. The result shows that the brand image of smartphones has the most significant effect on individuals' current smartphone.

The researcher does not include the economic theory in this paper. What I understand is he uses willingness to pay, perceptual process, marketing strategy, and price to explain the factors. The highlight of this paper for me is the effect of budget to the current smartphone user. Since, the increase in budget leading to the increase in intent to purchase is very small compared to the brand image as the researcher mentioned. However, I suggest that the probit model of this research should add more independent variables such as income or family income to consider their purchasing power to make the estimation precise. Because setting the budget may not help to determine their decision making to purchase the smartphone. Moreover, the previous smartphone brand should be added to the control variable since it will help to find out

why people stay or change the brand or operating system. The other suggestion is that using a probit model may not be appropriate because the dependent variables are iPhone and other smartphones because even in the same operating system, each brand still has the unique interface and software inside that goes beyond the operating system. I think the result of this paper is not convincing because it follows the STP process as the brand image where the brand positioning itself will determine the value of the brand.