



**FACTORS AFFECTING PURCHASING INTENTION ON
MOBILE DEVICES AMONG YOUNG CONSUMERS**

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Table of Contents

	Page
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE F CONTENTS	iv
CHAPTER 1 : INTRODUCTION	
1.0 INTRODUCTION	1
1.1 RESEARCH BACKGROUND	2-3
1.2 RESEARCH PROBLEM	4-5
1.3 RESEARCH QUESTIONS	6
1.4 RESEARCH OBJECTIVES	7
1.5 LIMITATION OF STUDY	8
1.6 SIGNIFICANCE OF STUDY	9-10
CHAPTER 2 : LITERATURE REVIEW	
2.1 INTRODUCTION	11
2.2 DEPENDENT VARIABLE	
2.2.1 PURCHASE INTENTION	12-13
2.2.2 YOUNG CONSUMERS	14
2.2. INDEPENDENT VARIABLE	15
2.2.2.1 PRICE	16-17
2.2.2.2 PRODUCT FEATURES	18-19
2.2.2.3 SOCIAL INFLUENCE	20
2.3 CONCEPTUAL FRAMEWORK	21

1.1 RESEARCH BACKGROUND

Nowadays, mobile phone has become an emerging trend and the fastest growing industries in the globe. The renovation of mobile phone started in 2002, where the first color screen and then introduced the multimedia mobile phone from 2004 to 2006. The innovation of Mobile devices started in 2007 by Nokia (Prlog, 2009).

Mobile phone address as 'Mobile devices' nowadays because it has more advanced computing power and connectivity than a contemporary mobile devices. In the 20th century, most of devices comes up with ideated and created as a blueprints, prototypes or commercial products. The consumption of mobile devices increased over the recent years. These situations led the mobile phone manufacturers started to spend over a billion of dollars on developing friendlier user and attractive mobile devices to consumers. One of the main factors of growing mobile devices in these eras is that it become a necessary device, also known as a 'crime partner' in our daily life.

These creatures of technology have become an attractive tool for communication and interpersonal relations. Takao, Takashi and Kitamura (2009) concluded that the usage of mobile devices makes the most of consumers' daily life activities bizarre. Weinberg (2012) also said that mobile devices need to have the ability to make use of small computer programs called applications or apps. Based on the International Data Corporation (2010), from 2007 until 2010 there are more than 300,000 of mobile apps being developed and forecasted to have \$35 billion of revenue by 2014.

2.2 DEPENDENT VARIABLE

2.2.1 Purchase intention

Warshaw & Davis (1985) defined purchase decision as an advance plan to purchase certain good or service in future, this plan may not always lead to implementation, because it affected by ability to perform. In other word, what consumer think and will buy in their mind represents the purchasing decision (Blackwell, Miniard, & Engel, 2001). Apart from that, Dodds, Monroe, & Grewal (1991), Schiffman & Kanuk (2000) said that purchasing decision can also determine the possibility of a consumer lead t purchase action, through identify the intensity of purchasing decision, there is high possibility to purchase particular product when the purchasing decision is stronger. Moreover, one of the factor that may trigger the purchasing decision is perceived value, where it come from the relative advantage and product compatibility as compared to effort needed to obtained a product, the efforts can be product price and search time, the greater perceived value is, the greater possibility leading to purchasing decision and purchase action (Monroe & Krishnan, 1985; Zeithaml, 1988). In addition, the intention to purchase is known as consumers' tendency to behave on an object; it usually measured in terms of intention to buy (Kim & Kim, 2004).

Besides, marketers are interested to purchasing decision, because it can help them in market segmentation and support their decision making like where the product should be launch (Sewal, 1978; Silk & Urban, 1978). Armstrong, Morwitz, & Kumar (2000) stated that purchasing decision can be used for future demand prediction too. Meanwhile, Joep W, Ruud T, &Tammo H, (2011) ; Juha (2008) ; Stuart J (2011) said there are positive relationship between relative advantage, price, social influence and product compatibility with purchasing decision.

3.2 Research Design

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems.

In this study, the research was survey method. Survey method or survey methodology studies the sampling of individual units from a population and the associated survey data collection techniques, such as questionnaire construction and methods for improving the number and accuracy of responses to surveys. Survey methodology as a scientific field seeks to identify principles about the sample design, data collection instruments, statistical adjustment of data, and data processing, and final data analysis that can create systematic and random survey errors.

In this study, a set of questionnaire was distributed to young consumers in the area of Perbinda, and Asean Bintulu Fertiliser (ABF) which were located at Bintulu, Sarawak.