



**FACTORS INFLUENCING PURCHASE INTENTION OF SMARTPHONE
AMONG YOUNG ADULT BASED ON BRAND EQUITY PERSPECTIVE**

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ABSTRACT

There are several dimensions of brand equity that can influence the purchase intention of smartphone among young adults. However, the factor that may influence male purchasing intention based on brand equity perspective is still unclear, especially among the young adults in Kota Kinabalu area. Therefore, this study would like to investigate purchasing intention towards smartphone among young adults based on brand equity perspective. This study aims to determine the main reason why young adult use smartphone and to identify the element of brand equity that can influence the purchasing intention among young adult towards smartphone. So with that, there is two research questions that this study attempts to answer which is first, what is the main reason for young adult to use smartphone? And secondly asked about what is the element of brand equity that can influence the purchasing intention among young adult towards smartphone. Descriptive research is used to gives researchers an opportunity to use quantitative data in order to find data and characteristics about the population or phenomenon that is being studied. A questionnaire-based survey is used as a tool to collect the data and the specific variables used in this paper which is the dimension of brand equity and purchase intention. Both primary and secondary types of data collection were used for this research. Lastly, this study has been attempted to identify the factors that might influencing the purchase intention of smartphone among young adults based on brand equity perception with four independent variables which are brand loyalty, brand awareness, brand association and perceived quality. It shows that many respondents tend to use their smartphone mostly for social network and also for calls and text messaging and among the four variables and shows that brand loyalty, brand awareness and brand association that influence them to purchase smartphone brand.