

THE FACTOR PROMOTE

The Purchase Intention Of iPhone in Hanoi

Meet the TEAM MEMBERS



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CONTENTS

**#01**

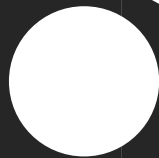
Introduction

**#02**Literature
Review**#03**

Methodology

**#04**Data Analysis
& Finding**#05**Recommendation
& Conclusion

1. Introduction



1.1

Introduction

There have been global revolutionary events in the last few decades that we cannot deny



**INDUSTRIAL REVOLUTION
THE BEGINNING OF THE DIGITAL ERA**



Cellphone



2G



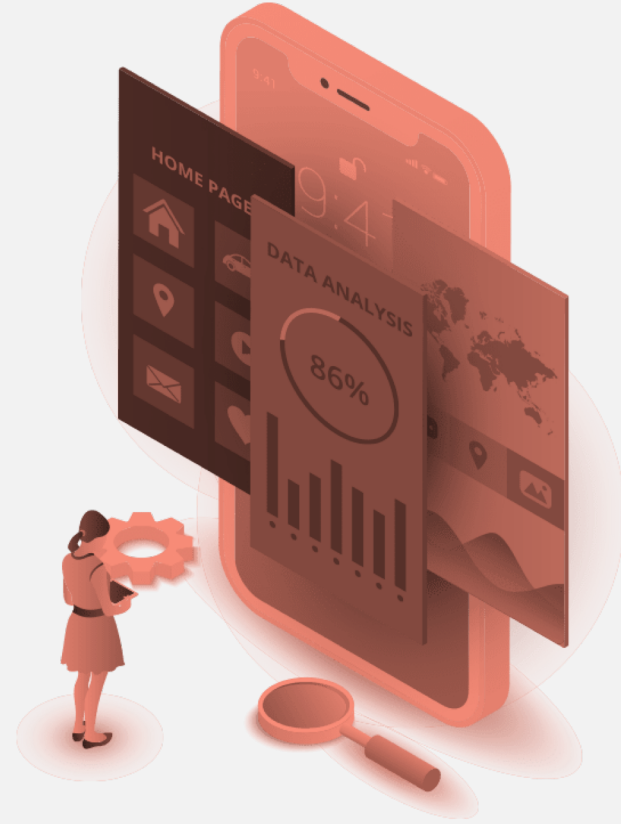
3G



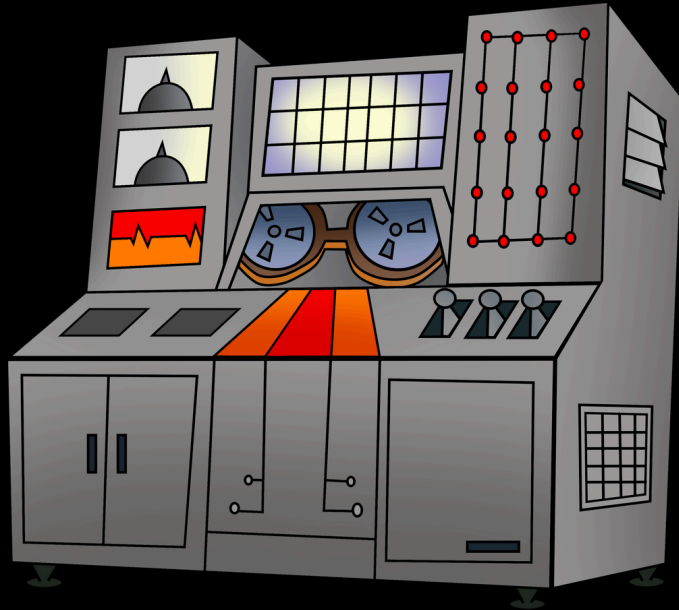
Smartphone

INTERNET

Behavior - Thinking - Habits
of young people all over the world

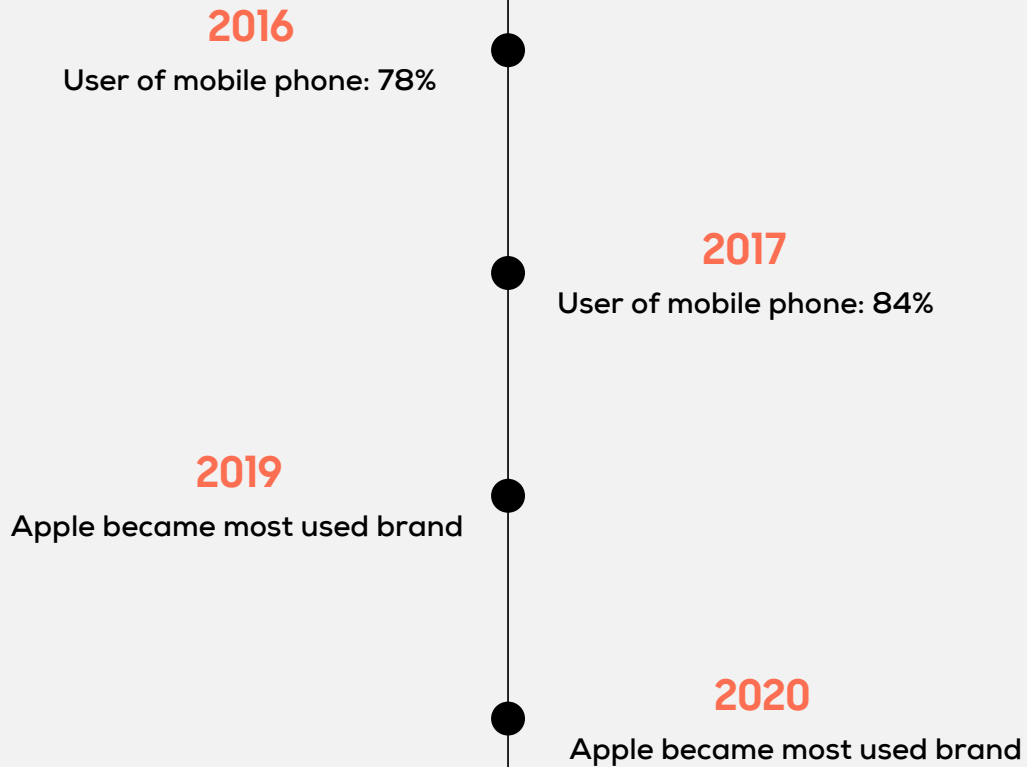


SUPERCOMPUTER



SMARTPHONE





1.2 Practical Problem

In 2018, although Samsung and Huawei compete fiercely, but Apple maintained its position in the smartphone market throughout the year, increasing its market share compared to 2017 for the rest, particularly iPhone products.

In the Vietnam market, Apple's main competitor is Samsung, with both brands consistently leading in revenue. In the preceding context, Apple constantly launches new iPhone models and captures special attention from customers for products with high average prices, but has great attention from consumers for the topic the factors that promote the purchase of iPhone products become interesting.

1.3 Research Objective

#01

OBJECTIVE 1

The study aims to find out the factors affecting the intention of buying iPhone of customers in the Hanoi market.

#02

OBJECTIVE 2

Analyze and evaluate how the above factors affect the customer's decision to buy an iPhone in the Hanoi market.

#03

OBJECTIVE 3

Give some suggestions to promote sales in Hanoi market.





1.4 Research Question

- #01 QUESTION 1**
What factors affect customers' intention to buy an iPhone in the Hanoi market?
- #02 QUESTION 2**
How do those factors affect the customer's decision to buy an iPhone?
- #03 QUESTION 3**
What recommendations are appropriate to promote iPhone sales in the Hanoi market?

1.5 Research Scope



SURVEY ONLINE

Online survey



LOCATION

Hanoi



SCOPE

400 samples

2. Literature Review



2.1 What is Smartphone?

Smartphones are equipped with an operating system that allows users to download various apps from various app developers, which completely changes the user experience with limitless possibilities. the user interface of a smartphone.

The quality and quantity of smartphone apps is a big differentiator from traditional mobile phones.

Smartphones have evolved in recent years to become multitasking devices, perfecting and sometimes replacing electronic devices such as computers, cameras and many others that encourage us to use them more often in life.

(Oxford Dictionaries)





2.2 What is purchase intention?

Ajzen (2002)

Intention to act as human action guided by three factors: belief in behavior, belief in norm, and belief in control. The stronger these beliefs, the more likely a person is to act. According to Philips Kotler et al. (2001), during the evaluation stage of the purchase option, consumers rate different brands and form the intention to buy. In our opinion, intention to buy is a process that occurs prior to the purchase decision and is influenced by desires, personal experiences, demographic factors, and the external environment in order to provide a rating for the purchase decision.

Therefore, it can be concluded that purchase intention is an individual's subjective assessment of a product that will affect their purchasing behavior. However, there are two factors that can prevent buying intention from becoming a buying behavior: attitudes of people around and unexpected factors. From there, it is possible to form buying intentions based on factors such as income, demand for selling prices and product features.

2.3 What is brand?

A brand is defined as a name, symbol, sign, or a combination of the above elements used to identify an enterprise's products and services in order to distinguish it from competitors. "A product is something made in a factory; a brand is something that customers purchase." A competitor can copy a product, but a brand is unique. A product can become obsolete quickly, but a brand can last forever."

(Aaker, 1991)



Brand awareness:



Aaker (1991)

2.4 Relevant theoretical frameworks

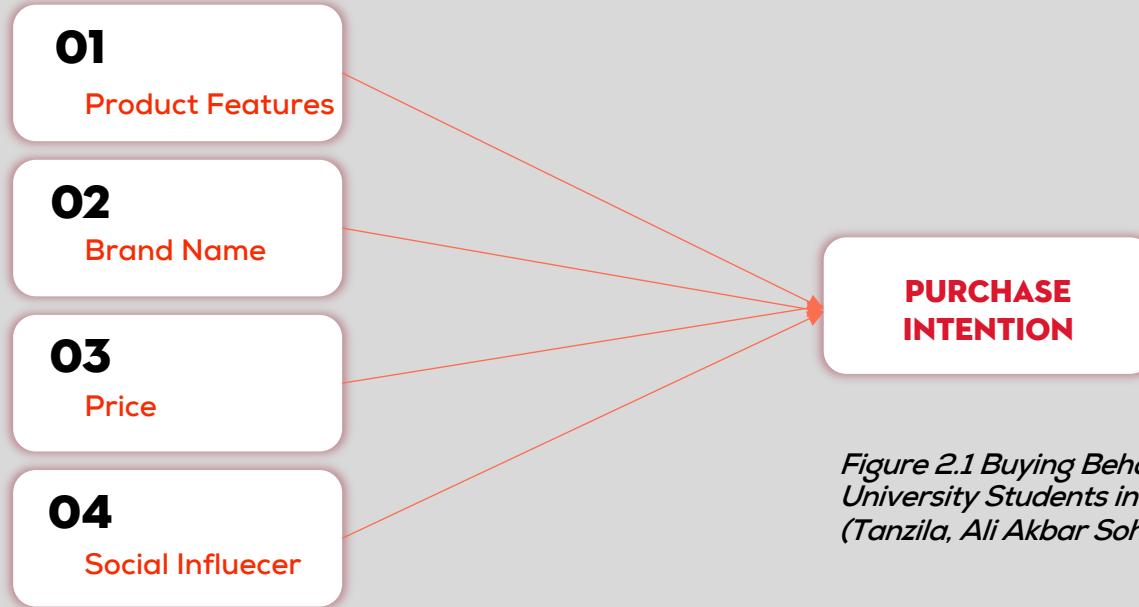


Figure 2.1 Buying Behavior of Smartphone among University Students in Pakistan (Tanzila, Ali Akbar Sohail, Nazish Tanveer (2013))

2.4 Relevant theoretical frameworks

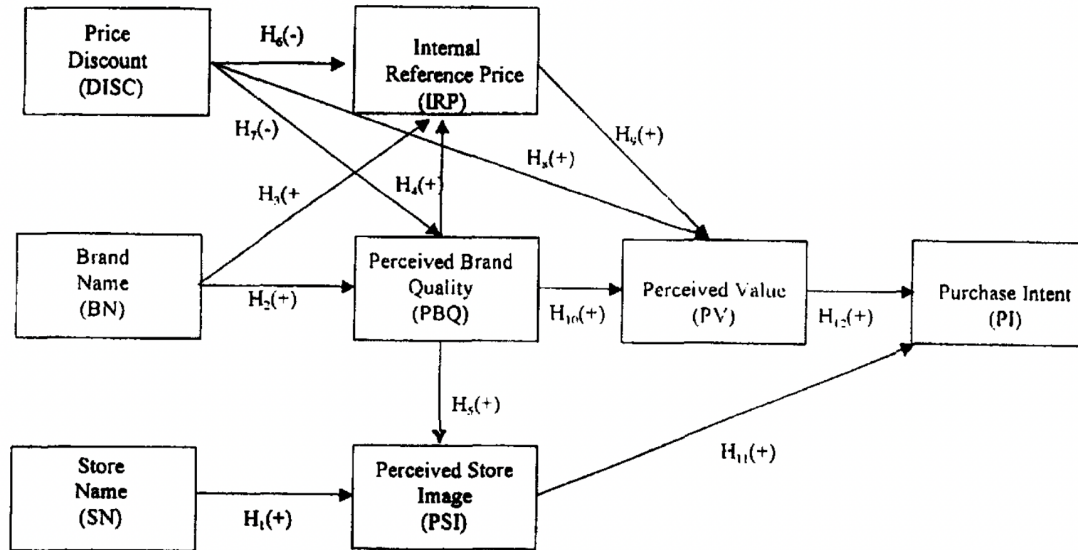


Figure 2.2 The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions

*(Dhruv Grewal,
R. Krishnan,
Julie Baker,
Norm Boorin (1998))*

2.4 Relevant theoretical frameworks



Figure 2.3 The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya

Aristia Rosiani Nugroho, Angela Irena (2017)

2.4 Relevant theoretical frameworks

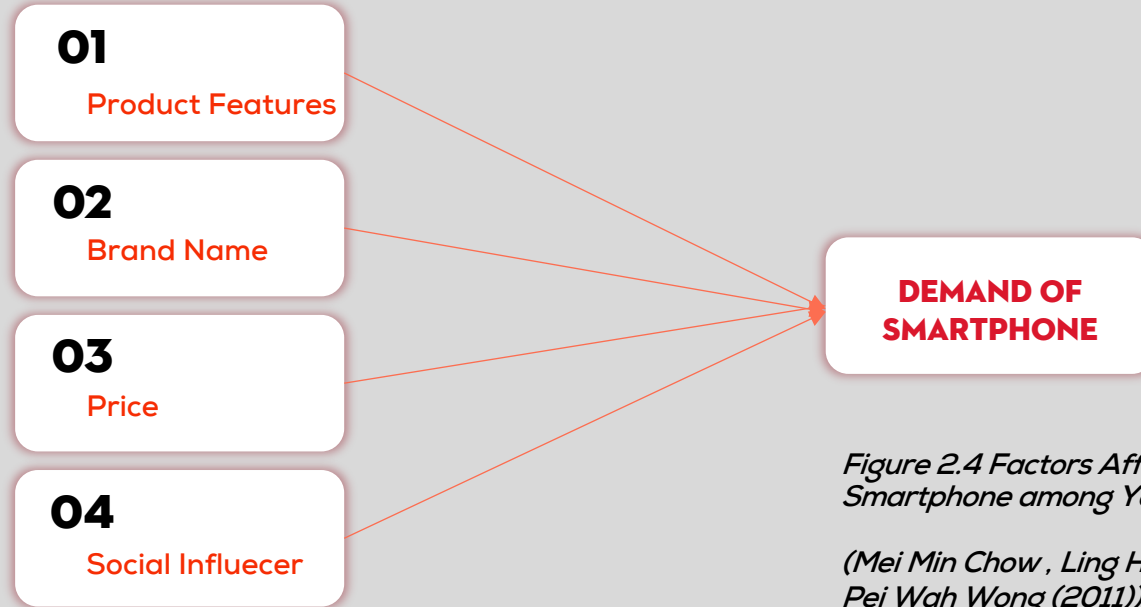


Figure 2.4 Factors Affecting the Demand of Smartphone among Young Adult

(Mei Min Chow , Ling Hong Chen , Jian Ai Yeow , Pei Wah Wong (2011))

2.4 Relevant theoretical frameworks

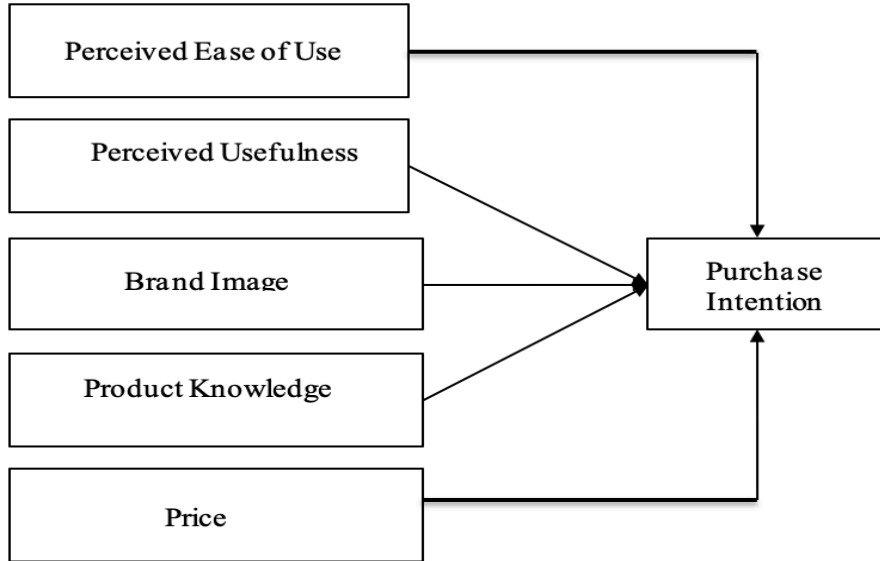
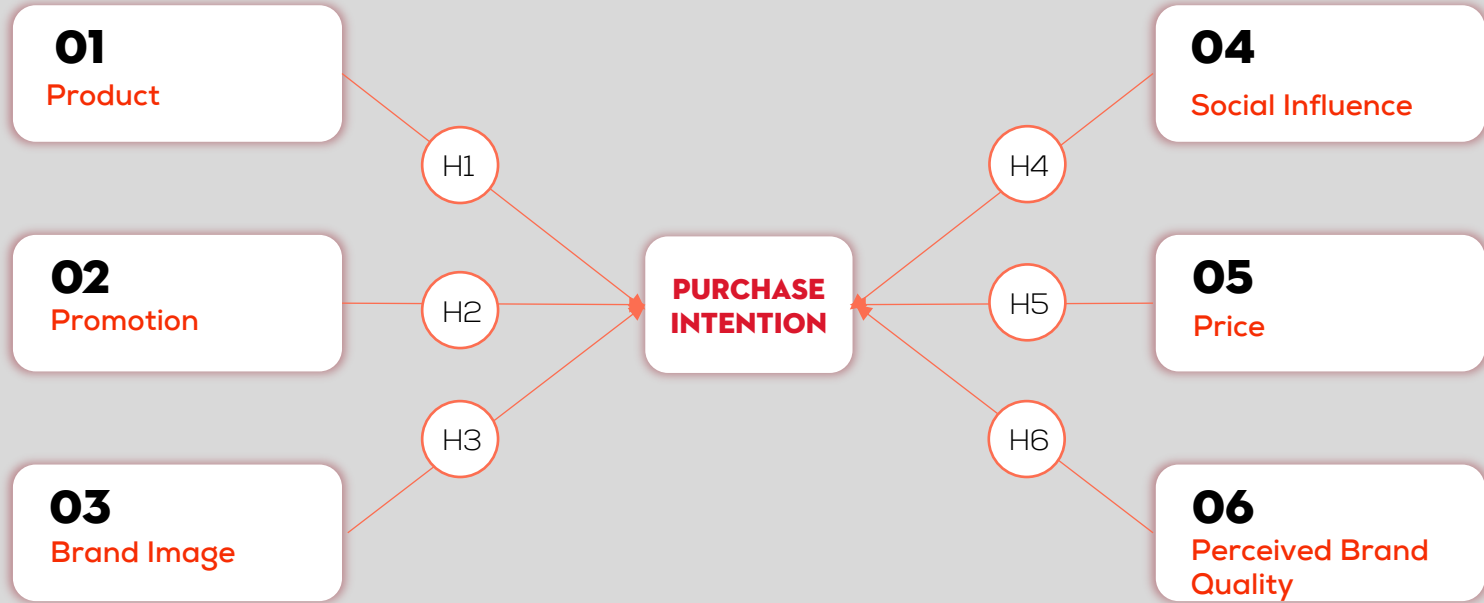


Figure 2.5 The Rise Of An Apparatchgeist: Factors Affecting Bangkok – Based Consumers' Purchase Intention For Smartphones

(Rabi Singh Thokchom (2012))

2.5 Hypothesis Development and Research Model



The proposed research model

2.6 Hypothesis

H1

Product attribute positively affects customers' purchase intention of iPhone products

H2

Promotion positively affects customers' purchase intention of iPhone products

H3

Brand image positively affects customers' purchase intention of iPhone products

H4

Social influence positively affects customers' purchase intention of iPhone products

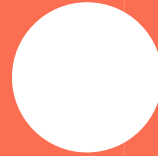
H5

Price positively affects customers' purchase intention of iPhone products

H6

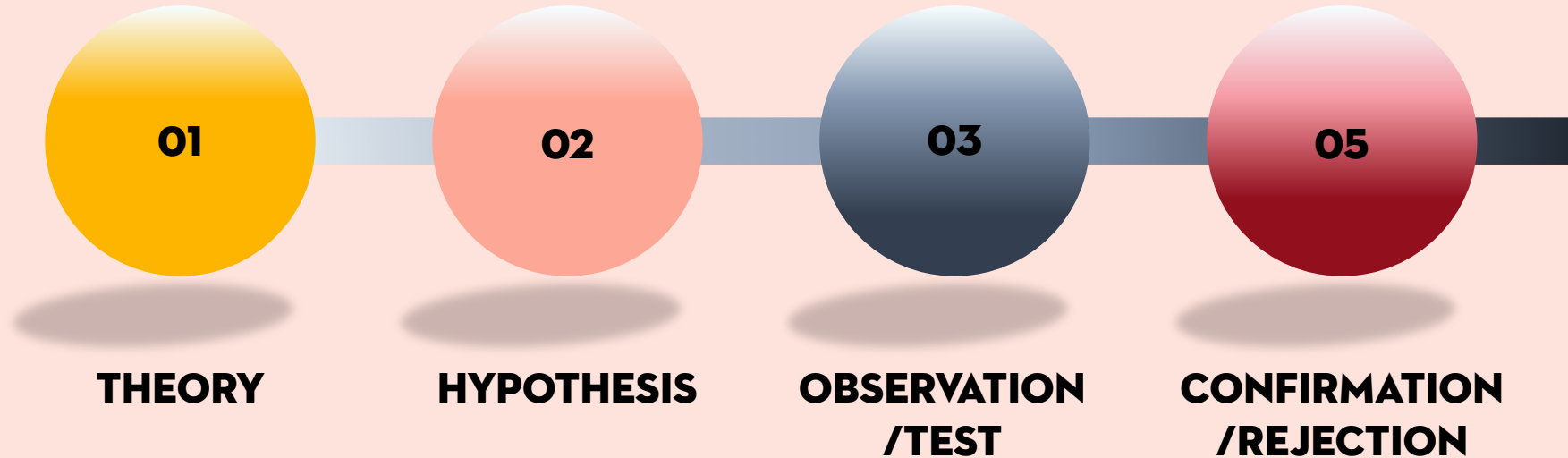
Perceived brand quality positively affects customers' purchase intention of iPhone products

3. Methodology



3.1 Research Approach

DEDUCTIVE





01

Secondary Data

- Internal (Website)
- External (Internet, research,...)

02

Primary Data

- Quantitative (Survey Online)

3.1 Data Sources

3.3 Data Collection Method

01

Sampling Characteristic

People in Hanoi

02

Sampling Design

People in Hanoi

03

Sampling Method

People in Hanoi



3.4 Quantitative (Survey Online)

01

Age

Between 18
to 50

02

Gender

Male/Female/
Others

03

Scope of
Research

Hanoi

04

Date

15/10/2021
-
29/10/2021

05

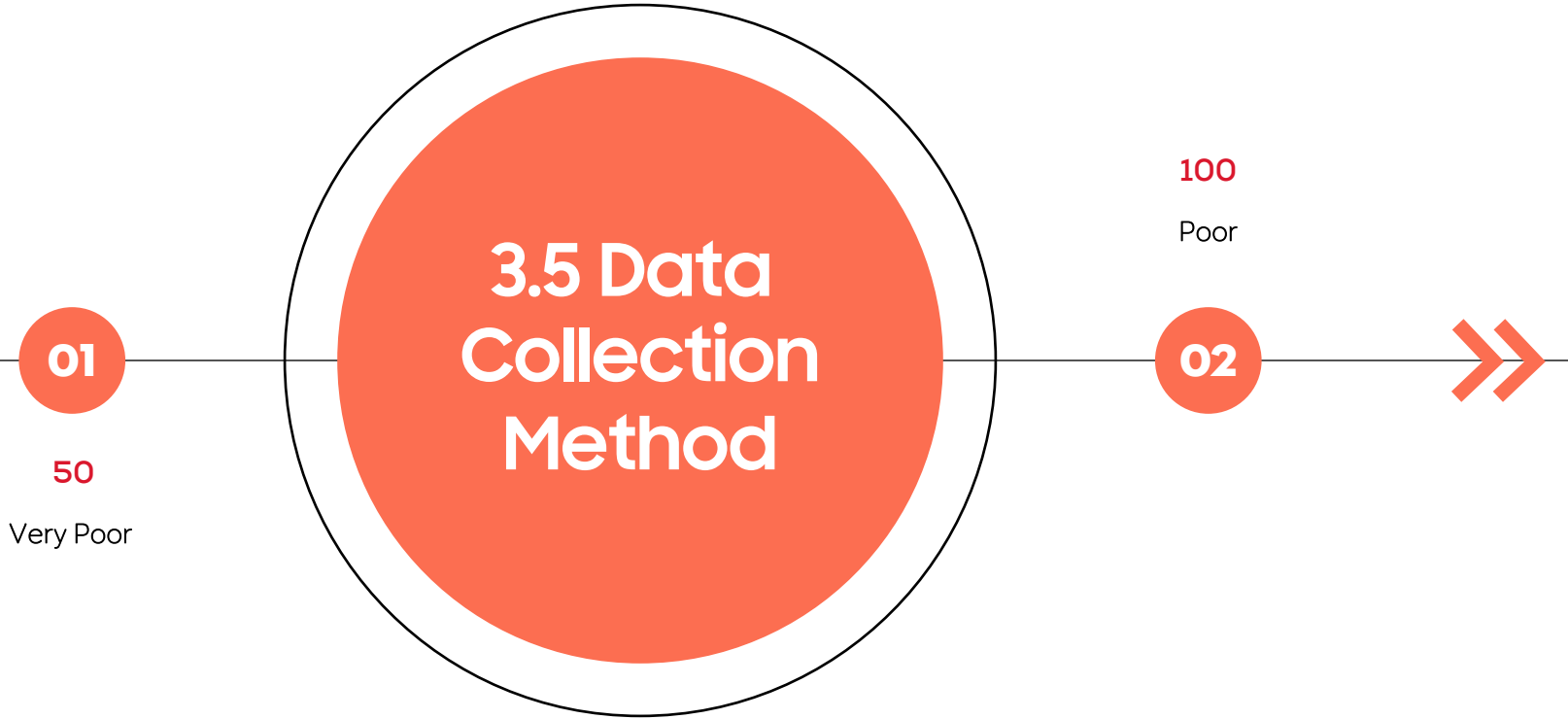
Expected
Number of
Respondents

500

06

Occupation

Student,
Officers,
Labors,
Manager,
Business,
Others



Consistent Result

503 Responses



3.6 Data Analysis (SPSS)

01

Descriptive

03

Correlation

02

Reliability

04

Regression

4. Data Analysis & Finding



Outline Content

Frequencies

Descriptives

Factor Analysis

Correlations

35



Introduction



01

SPSS system

Based on the SPSS analysis system and associated investigations

02

400 data

Over 400 data points were provided and collected for analysis in this chapter

03

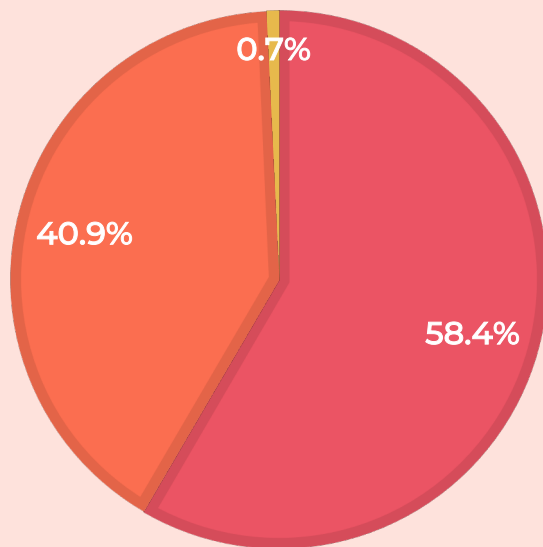
3 weeks

The data is provided at random throughout the Hanoi and that no interference or manipulation occurred during the 3 weeks of campaigning for surveys based on campaign.

Research Profile

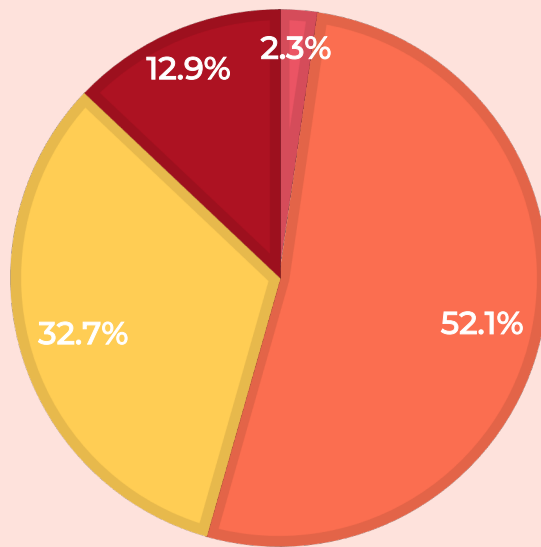
GENDER

Men Women Other



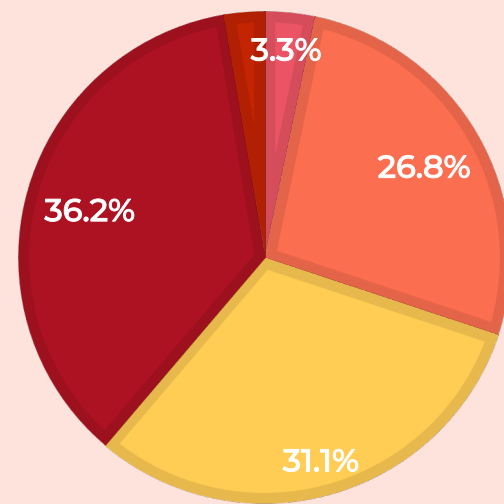
AGES

Under 18 From 18 to 25
From 25 to 30 Over 30



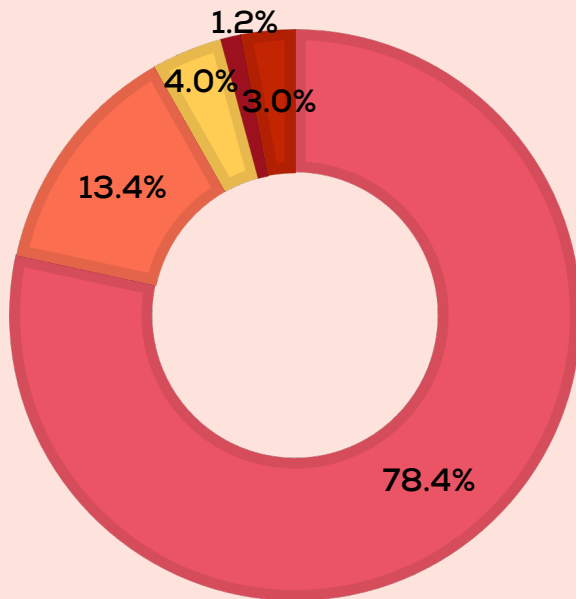
OCCUPATION

Housewife Student Officer
Freelancer Other



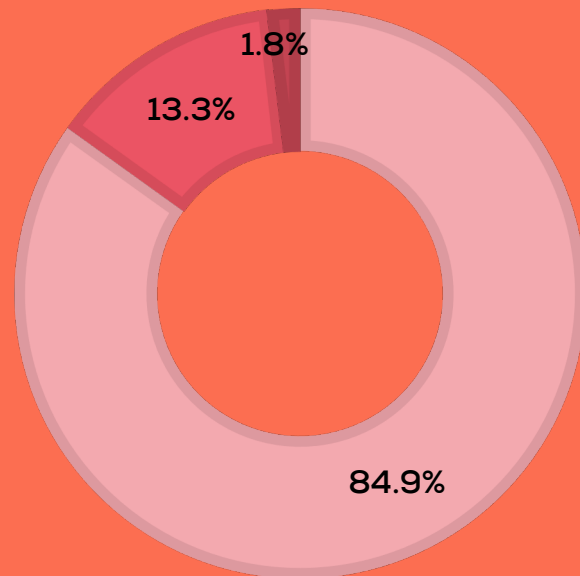
Survey Analysis

iPhone Samsung Oppo Lumia Other



What smartphone brand do you use?

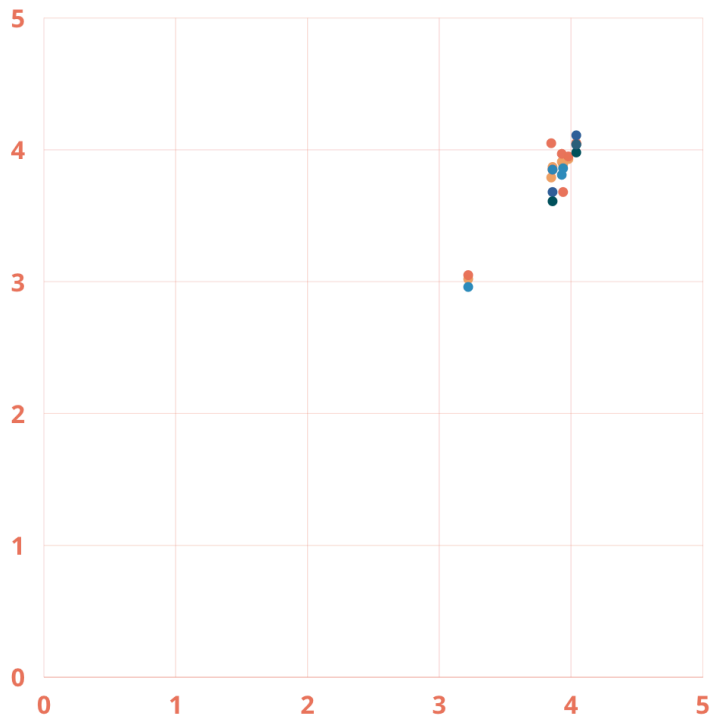
Used Knew but not used Don't know

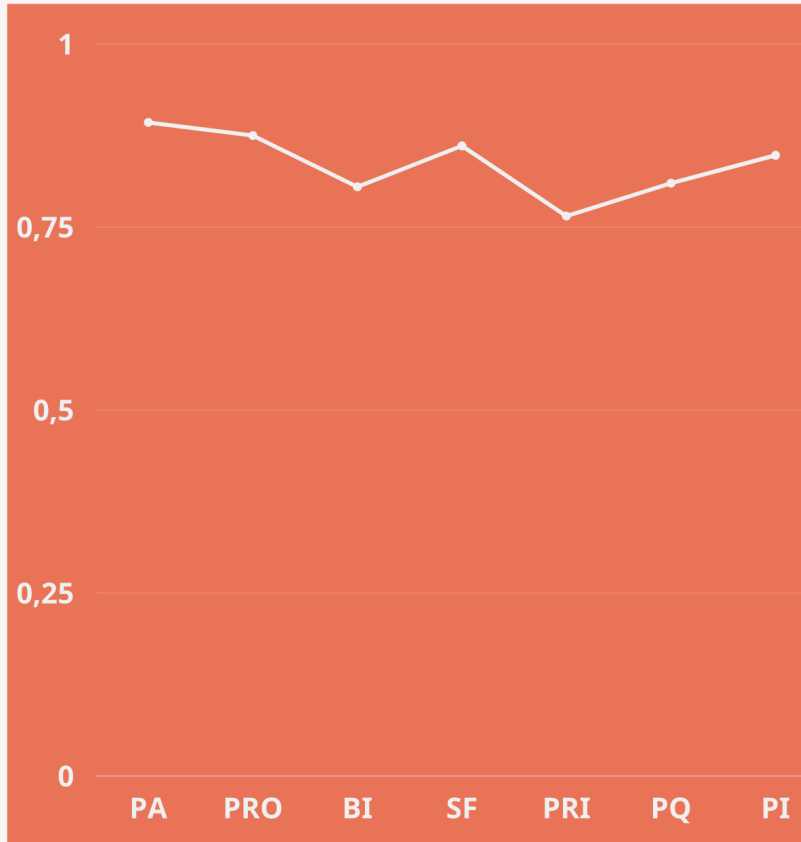


Did you see iPhone before?

Mean values of choice

39





2

Reliability

The scales are included in the Reliability test to verify the reliability, and their values are based on the Cronbach Alpha index (Nunnally, 1978). These tests will determine which variables should be removed from the next analysis.

3

Exploratory
Factor
Analysis

41

First EFA

KMO=0.911

Total Var extracted = 66.762%

Sig = 0.000

Rotated Component Matrixa						
	Component					
	1	2	3	4	5	6
PA2	.798					
PA3	.775					
PA7	.750					
PA5	.708					
PA4	.706					
PA6	.651					
PA1	.650					
SF6		.806				
SF5		.761				
SF3		.720				
SF1		.697				
SF2		.670				
SF4						
PRO1			.846			
PRO4			.832			
PRO3			.826			
PRO2			.819			
PQ1				.805		
PQ2				.783		
PQ3				.644		
BI3					.704	
BI2					.694	
BI1					.678	
BI4					.622	
PRI2						.739
PRI1						.719
PRI3						.543

Second EFA

KMO=0.908

Total Var extracted = 67.96%

Sig = 0.000

Rotated Component Matrixa						
	Component					
	1	2	3	4	5	6
PA2	.799					
PA3	.774					
PA7	.753					
PA5	.712					
PA4	.708					
PA6	.654					
PA1	.642					
SF6		.796				
SF5		.760				
SF3		.715				
SF1		.709				
SF2		.668				
PRO1			.847			
PRO4			.831			
PRO3			.826			
PRO2			.820			
BI3				.709		
BI2				.701		
BI1				.683		
BI4				.630		
PQ1					.811	
PQ2					.782	
PQ3					.659	
PRI2						.724
PRI1						.706
PRI3						.541

4

Correlation Test

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.141	0.174		-0.812	0.417		
	PA_X1	0.348	0.048	0.305	7.186	0.000	0.574	1.742
	PRO_X2	0.066	0.024	0.096	2.736	0.006	0.837	1.195
	BI_X3	0.141	0.048	0.132	2.916	0.004	0.505	1.979
	SF_X4	0.169	0.038	0.188	4.419	0.000	0.571	1.751
	PRI_X5	0.72	0.044	0.071	1.661	0.097	0.571	1.751
	PQ_X6	0.228	0.045	0.210	5.077	0.000	0.602	1.662

5

Result

Variable	Sig	Coefficients	Status
Product Attribute	.000	.348	Confirmed
Promotion	.006	.066	Confirmed
Brand Image	.004	.141	Confirmed
Social Influence	.000	.169	Confirmed
Price	.097	.072	Rejected
Perceived Brand Quality	.000	.228	Confirmed

The regression equation

$$PI = 0.348PA + 0.066PRO + 0.141BI + 0.169SF + 0.228PQ - 0.141$$

RECOMMEND and CONCLUSION

01

Overview

02

Discussion

03

Recommendation

04

Limitation



Overview

Measurement Result

- 5 factors impact
customer's
purchase intention



Discussion



**H1: Product
Attributes**



**H6: Perceived
Quality**



**H4: Social
Factor**



**H3: Brand
Image**



H2: Promotion

What factors affect customers' intention to buy an iPhone in the Hanoi market?



Discussion

How do those factors affect the customer's decision to buy an iPhone?

H1: Product Attributes

Beta Standardized Coefficient \Rightarrow 0.348

H2: Promotion

Beta Standardized Coefficient \Rightarrow 0.066

H3: Brand Image

Beta Standardized Coefficient \Rightarrow 0.141

H4: Social Factor

Beta Standardized Coefficient \Rightarrow 0.169

H6: Perceived Quality

Beta Standardized Coefficient \Rightarrow 0.228

RECOMMENDATION

What recommendations are appropriate to promote iPhone sales in the Hanoi market?

48



1. The Product Attributes

- #01** Apple needs to promote the ecosystem.
- #02** Apple includes infrared to make controlling other technical gadgets easier.
- #03** Apple may add battery sharing from one phone to another
- #04** Apple should improve the 'one-touch feature'





2. The Product Perceived Quality

- #01** Apple must continually enhance the quality of its existing goods as well as any new product lines that enter the market
- #02** The corporation must spend on product quality enhancement in order to produce customized goods for distinct client groups, such as style, design, color, user experience, and so on.
- #03** Apple/distributors can hold community events to commemorate items created using the iPhone itself

OTHERS

3. Social Factor

- Influencer marketing to promote iPhone
- Creating a distinct feeling for iPhone interested customers such as: a distinct display area, a luxurious space,...to improving iPhone users' social value.
- Connect previous consumers with new customers

4. Price

This factor has no effect on the intention to purchase an iPhone in Hanoi.

Phone shops should be able to adjust the price

Price support policy for those who are using old iPhones who want to upgrade to new iPhones will easily sell more goods.

5. Brand Image

Apple needs to maintain its place in customers' minds by continuing to build on what the brand has done.

6. Promotion

- Apple may employ psychological strategies that build fever in the iPhone user community.
- Traditional values.

A large, stylized orange 'X' with a slight drop shadow, centered on the page. The word 'LIMITATION' is written in bold black capital letters across the center of the 'X'.

LIMITATION

01

Only in Hanoi City

02

Survey Platform

03

Covid-19



CONCLUSION



**THANK YOU
FOR WATCHING**