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智慧型手機品牌認知、消費者評論、知覺價值、知覺

品質與價格對購買意願影響之研究—以越南為例

The Study of the Influence Among Brand Awareness,
Customer Review, Perceived Value, Perceived Quality and
Price on Purchase Intention--An Example of Vietnam

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Letter of Recommendation for ABT Masters

Nguyen Huu Hoang, a student of NHU Master Program for Business Administration for 1.5 years, has completed all of the courses and theses required for graduation.

1. In terms of studies, Nguyen Huu Hoang has acquired 36 credits, passed all of the obligatory subjects such as Research Method, Management Science, _____, _____ etc. (Please refer to transcript.)
2. In terms of theses Nguyen Huu Hoang has completed the following:
 - i. Master thesis : The study of the influence among brand awareness, customer review, perceived value, perceived quality and price on purchase intention – An example of Vietnam.
 - ii. Journal :

I believe that Nguyen Huu Hoang has already received full formative education of NHU Master Program for Business Management and is qualified to apply for Master's Degree Examination. Therefore, I hereby recommend his/her preliminary paper: The study of the influence among brand awareness, customer review, perceived value, perceived quality and price on purchase intention – An example of Vietnam, for the oral defense.

Academic Advisor: 

Date: 2018/12/11

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南華大學管理學院企業管理學系管理科學碩士班

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論文題目：智慧型手機品牌認知、消費者評論、知覺價值、知覺品質 與
價格對購買意願影響之研究－以越南為例

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論文摘要內容

本研究探討了智慧手機購買意向的一般理論以及影響智慧手機購買意向的因素。本研究基於理論基礎和先前研究因素對購買意願手機意圖的影響，為該主題提出研究模型並進行定量研究。本研究使用了一個帶有 5 分李克特量表的問卷進行數據收集，以及來自越南的 437 名受訪者的樣本。定量研究表明，品牌認知、消費者評論、知覺價值、知覺品質與價因素對智慧手機購買意願產生積極影響。本研究知覺價值對品牌知名度與購買意向關係的調節作用，價格對知覺品質與購買意向關係的調節作用。公司應發起產品試用，如此消費者能有產品更多的經驗，以增加消費者購買意願。

關鍵詞：品牌認知、消費者評論、知覺價值、知覺品質、價格、購買意願

Title of Thesis: The Study of the Influence Among Brand Awareness, Customer Review, Perceived Value, Perceived Quality and Price on Purchase Intention--An Example of Vietnam

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Abstract

The study presented the general theories of smartphone buying behavior and the factors influencing smartphone purchase intentions. The study based on theoretical foundations and previous studies on the influence of factors on the intent to purchase smartphones to propose research models for the topic and conduct quantitative research. The research used a questionnaire with a 5-point Likert scale for data collection and a sample of 437 respondents from the Vietnam. The study revealed that factors such as brand awareness, customer review, perceived value, perceived quality, price have a positive impact on smartphone purchase intention. The moderating effect of perceived value on the relationship of brand awareness and purchase intention. In addition, customer review is a partial mediator between influence perceived value with purchase intention. Companies should organize product trial programs so that customers can get more experience about the features of the product. Thus, their buying intent will be higher.

Keywords: Brand Awareness, Customer Review, Perceived Value, Perceived Quality, Price, Purchase Intention

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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

In a current technological era, smartphones are not only becoming more popular but also giving people new possibilities in all areas such as information exchange, mobile work, entertainment anytime, anywhere. Smartphone has changed people's lives all over the world.

According to data from the Global Mobile Alliance (GSMA, 2017), over two-thirds of the world's population is connected via mobile devices. The world has reached a milestone of five billion mobile subscribers in the second quarter of 2017.

1.1.1 History of Smartphone

The history of phones has changed enormously and is also is it necessary. The first mobile device was invented in 1985 with the Vodafone V1 desktop, weighing 4.9 kg and cumbersome design. That phone depends on the phone cord so the Vodafone V1 only set in one place and cannot carry anywhere.

Users are demanding a small and portable device. A year later, their wishes came true when Motorola was presented. However, it still cannot fit into customers' pockets. Many years later, there were smaller and modern mobile phones appeared on the market. From 1989 to 2010, Nokia, Motorola and BlackBerry were the big three that held the market at the time.

Until Apple launched its first iPhone in 2007, things started to change. The smartphone concept was born. The touchscreen replaced the traditional QWERTY keyboard and the phone's size started from here as well. HTC

Desire was designed with a 3.7-inch screen, then phablet period with the Galaxy Note 2011 with 5.3 inches.

1.1.2 Smartphones Change the World

Change the traditional way of communication

Mobile phones have marked a milestone in communication. However, basic mobile phones, people can only transmit and receive simple messages with sound and text messages. Now with smartphones, no matter where you are, just a few actions only a few touches on the screen, users can easily connect with their family (Such as Video Calling, Text Messaging, Images, Instant Chats) or simply Facebook status updates. Instead of messaging and making phone calls in the past, users are now satisfied with the free mobile communication application thank for rapid development of 3G.

Change the way people work

A simple testimony shows how smartphones change lives by using Gmail. Nowadays with mobile phones, sending and receiving emails can be done no matter where or when users are. As a result, there are fewer people carrying their laptop because a smartphone can handle most of the computer's work. In many cases, it is more convenient.

Change the way we entertain

With mobile capabilities, powerful hardware, and hundreds of thousands of applications, today's smartphones have become an all-in-one device that's compact and ready to serve in all over the world. Indeed, a smartphone has some basic functions like music, and photography which are indispensable. Moreover, if users want to have some dictionaries or play the game, they can quickly go to the application store and download everything they need. Therefore, it is not uncommon for some experts to come up with statistics and predictions about the replacement of smartphone for many

electronic devices such as dictionaries, music players, game consoles which are at risk of backwardness.

Vietnam currently has become a potential market for appearing on the list of countries have the fastest growth of using a smartphone in the world. The data released by Growth from Knowledge (GFK, 2013) shows that Vietnam has become the fastest growing consumer smartphone brand in South East Asia. Specifically, in the first 9 months of 2013, the growth in the Vietnamese market is 156% over the same period last year. About 70% of phone users have not switched to smartphones, Vietnam's market is facing a great opportunity to develop, and become the target of the top smartphone producers such as Samsung, Apple, LG, Sony, HTC...

The question is why the smartphone market in Vietnam has such rapid growth and what factors affect consumers' purchase of smartphones. Therefore, the study would like to examine what factors have the impacts on purchase intention and will mediation effects of customer review and moderation effects of price and perceived value on purchase intention.

1.2 Research Objective

There are four main purposes of this study, which was mentioned to draw a clear view of this study:

- To discover the sources of contrast based on demographic characteristics such as genders, ages, education levels, jobs, income.
- To examine the connection between the six variables: Brand awareness, customer review, perceived value, perceived quality, price, and purchase intention.
- To study the mediation effects of customer review while brand awareness in relation with purchase intention;

- To explore the moderation influence of price when perceived value in relation with purchase intention;

1.3 Research Process

First of all, the study chose a topic related to consumer's purchase intention toward smartphone and showed out research background, objectives and motivations. After that, a literature review was shown in the relation of six constructs: brand awareness, customer review, perceived quality, perceived value, price, and purchase intention. Thirdly, the research methodology was explored. Then, the discussion about these variables had been shown based on the results after data analysis and test had occurred. Finally, the conclusions and limitations were showed base on the results of this thesis.

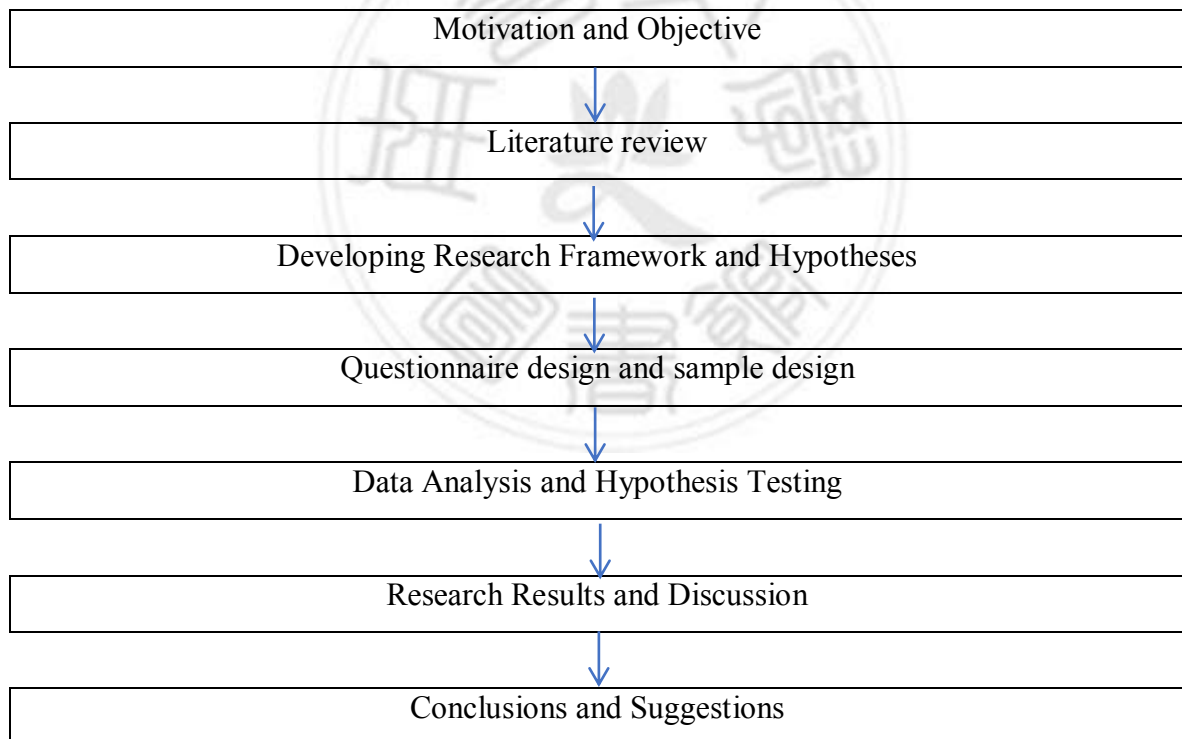


Figure 1.1 Research process

Source: Original Study

CHAPTER TWO

LITERATURE REVIEW

2.1 Smartphone Market

Smartphones were defined by Pon et al. (2015) as a phone that owns additional software functions such as email, web browsing and social networking. The smartphone integrates a mobile operating system platform with many advanced connectivity and connectivity features based on the basic mobile platform.

Recently, research firm IDC released a report on the Q2/2018 smartphone market. Specifically, according to IDC, with 54.2 million smartphones shipped in the quarter from April to June, Huawei overtook Apple to become the world's second largest smartphone maker (IDC, 2018).

In this quarter, Apple sold 41.3 million iPhones worldwide. Thus, iPhone sales only increased slightly compared to 41 million in the same period last year. Apple's market share of smartphones last quarter was 12.1%. Huawei accounted for 15.8% of the market, reaching 54.2 million units. Compared to the same period last year, this year Huawei sold more than 15.7 million units and grew 41%. Samsung continues to be the world's leading smartphone maker with 71.5 million smartphones shipped and 20.9% market share. However, Samsung is in a state of alarm when smartphone sales in the second quarter of this year dropped 10.4% over the same period last year. Xiaomi and Oppo ranked behind Huawei and Apple with sales of 31.9 and 29.4 million respectively.

Global Smartphone Shipments (Millions Units)	2016Q4	2017Q4	YoY % Growth
Apple	78.3	77.3	-1%
Samsung	78.0	74.4	-5%
Huawei	45.0	41.0	-9%
Oppo	30.9	32.0	4%
Xiaomi	17.0	31.0	83%
vivo	23.6	24.5	4%
LG	14.1	13.9	-1%
Lenovo (Includes Motorola)	14.2	12.3	-13%
ZTE (Includes nubia)	16.4	9.7	-41%
Meizu	6.0	4.2	-30%
Others	114.3	94.7	-17%
Total	437.6	415.0	-5%

Global Smartphone Shipments (Millions of Units)	CY 2016	CY 2017	Growth % YoY
Samsung	310.3	318.1	3%
Apple	215.2	215.8	0%
Huawei	139.0	153.1	10%
Oppo	92.9	121.1	30%
vivo	74.3	100.7	36%
Xiaomi	61.5	96.0	56%
LG	55.0	55.9	2%
Lenovo (Includes Motorola)	50.7	49.7	-2%
ZTE (Includes nubia)	60.1	44.9	-25%
Alcatel	34.1	20.7	-39%
Others	423.6	374.5	-12%
Total	1516.6	1550.4	2%

Figure 2.1 Global Smartphone Shipments

Source: Counterpoint Research “Quarterly Market Monitor Q4 2017”



More than 90 percent of smartphone shipments in Vietnam in early months of 2017 are Android devices, with the iPhone accounting for only eight percent of the share. Vietnamese consumers still prefer the entry-level, affordable handsets – those that cost between VND2 million (\$88) and VND3 million (\$130).

Figure 2.2 Smartphone shipments in Vietnam

Source: Appota Report 2017-Q2 (2017)

Vendor	2Q18 Shipments	2Q18 Market Share	2Q17 Shipments	2Q17 Market Share	Year-Over-Year Change
1. Samsung	71.5	20.9%	79.8	22.9%	-10.4%
2. Huawei	54.2	15.8%	38.5	11.0%	40.9%
3. Apple	41.3	12.1%	41.0	11.8%	0.7%
4. Xiaomi	31.9	9.3%	21.4	6.2%	48.8%
5. OPPO	29.4	8.6%	28.0	8.0%	5.1%
Others	113.7	33.2%	139.5	40.1%	-18.5%
Total	342.0	100.0%	348.2	100.0%	-1.8%

Figure 2.3 Top 5 Company Shipments

Source: IDC Worldwide Quarterly Mobile Phone Tracker (2018)

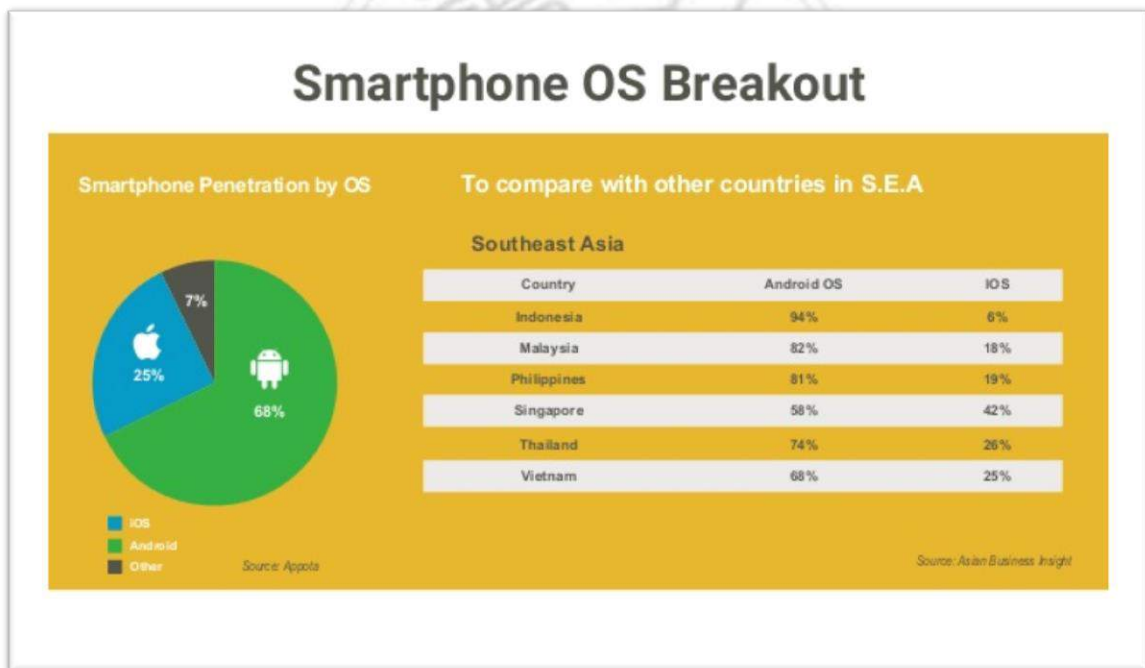


Figure 2.4 Compare Smartphone In Southeast Asia

Source: Appota Report 2017-Q1 (2017)

2.2 Definition of Constructs

2.2.1 Purchase Intention

The intention is a factor used to assess the probability of performance in the future (Blakemore, Sarah-Jayne & Decety, 2001). Similarly, Ajzen (1991), the proposes intention is a motivator. it motivates an individual to act.

According to Richard, Loury, and David (2013), purchase intention is defined as the ability and willingness of consumers to buy a particular product or service in the future. Laroche, Kim, and Zhou (1996) determined that purchase intention was the intention of an individual to purchase a particular product that they chose after evaluation. Researchers believe that consumers will go through the process of recognizing the product to buy. Hsin-Chang and Wen-Chen (2008) added the customers would collect product information, reviews, buys, and feedback. They have to do research in advance to buy the right product, to meet their desires.

On the market, there are many brands of mobile phones for customers to choose from. Different consumers will have different preferences. Consumers' behavior is influenced by factors such as brand, price, and quality (Rahim et al., 2016). In addition, Ibrahim, Kassim, and Mohamood (2013) conclude that social influences have a significant impact on attracting young consumers to buy smartphones. Purchasers will collect brand information from various sources such as colleagues, friends, and family, and ultimately decide on their brand choice.

Consequently, this study will research the variety of factors that led to consumers' purchase intention to buy smartphones including brand awareness, customer review, perceived value, perceived quality, and price.

2.2.2 Brand Awareness

Brand awareness reflects the extent to which a consumer can recall or recognize a brand. Brand awareness is one of the most important factors in the behavior of consumer purchases. The ability to recognize and recall a customer's brand is central to making a purchase decision. Purchases cannot be made unless the consumer first knows the product category and brand in that category.

According to Pham and Muthukrishnan (2002), there are two types of brand awareness that are defined as brand recall and brand recognition. The researchers argue that these two types of cognitive behavior work in different ways but are mutually supportive and this makes a significant contribution to the decision-making process of buying and marketing communications.

- **Brand recall** (or unpaid recall or spontaneous recall) refers to the ability of a customer to obtain the right brand name from their memory when asked by a product catalog (Keller, 1993). When asked by a catalog of products, most customers can only recall a relatively small group of brands, only three to five brands. According to the study, when customers are asked with a list of low-profitable products, most customers can only remember one to two brand names.

According to Reilly and Parkinson (1985) the number of brands that customers can recall is influenced by personal and product factors: the long loyalty of the brand, the size of the perception setting, use case, factor use, and education. For example, women who love and frequently use cosmetics may remember a larger group of brands than women who are less interested in them.

- **Brand recognition** (or recall support) refers to the ability of a consumer to distinguish the brand exactly when the household is

exposed to it. Brand identity does not necessarily require the customer to identify the brand name. It is understood that the way a customer recognizes the brand when they are viewing the product's visual packaging or is presented at the point of sale. Contrary to brand recall, a large number of customers can recognize that brand, when the brand's name is promoted.

In another way, basing on Park, Milberg, and Lawson (1991), brand awareness of the customer is expressed through the benefits that customers get from the product: functional benefits, symbolic, empirical.

- **Functional benefits** are the intrinsic benefits of the product or service consumers receive when using them. It is similar to the attributes of products that meet the basic needs of consumers as physiological needs.
- **Symbolic benefits** are the external benefits that consumers get from using the brand. Symbolic benefits correspond to attributes related to basic needs for social acceptance or self-expression or values toward the outside. Consumers value symbolic benefits to create a personal brand such as prestige, fashion or style. For example, Rolex is a famous watch brand. Rolex has a high image in the mind of the customer. It is associated with customers with quality, prestige, style, superiority. Users often connect brands with symbolic links (Salciuviene, Ghauri & De-Mattos, 2009) as their personal image. And some consumers who own Rolex may think their status is higher than those using other brands.
- **Empirical benefit** is the experience consumers have when using the product. Keller (1993) mentions customers' experiences have correspondence to the subjective satisfaction of perceived experiences consisting of cognitive stimulation, multitasking or enjoyment.

According to Hsiao et al. (2014), brand awareness can be a predictor of brand success. It is an extremely important measure of strength and simultaneous brand-related satisfaction, customer loyalty to the brand and purchase intention. For that reason, Smartphone industry must always find ways to differentiate their brands from competitors. Therefore, they are constantly striving to find new technology and meet the needs of consumers. To sum up, brand awareness is an important factor leading to customer purchase decisions.

2.2.3 Customer Review

According to Maslowska, Malthouse, and Viswanathan (2017), customers' reviews and feedback are increasingly shaping customer intentions regarding new purchases a product and repeated purchases. It also helps attract new customers. Customers collect reviews to reduce the risk associated with a purchase intention, while information provided by others that's supposed to be more interesting and trustworthy than information provided by the firm/brand. In this study, there are two types of customer review that are defined as reference group and online customer review.

2.2.3.1 Reference Group

Bearden and Etzel (1982) defined the "reference group" as a group of people influencing individual attitudes and behavior.

Park and Lessig (1977) agree that "the reference group is an individual or a group of real or imaginary related, affecting the individual's judgment, aspirations or behavior."

Consumers can relate to one of the following 3 types of reference groups: desirable references, linking groups, unrelated reference groups.

The influence of the reference group to buy intention.

Yang, He, and Lee (2007) suggested that group influences on purchase decision consisted of three components:

a. Informational influence

Consumers accept the impact of information as they perceive their knowledge of the surrounding environment and their perceptions will be enhanced. They accept information and suggestions from the reference group if the source of information is reliable to make the right decision, optimize the choice (Bearden & Etzel, 1982). In Yang et al's study (2007), he gave a typical example. He wrote the marketing tool should be presented by a doctor because that spoken person is reliable for advertising drugs.

b. Utilitarian influence

This effect can be explained that an individual is willing to meet the expectations of a certain group to gain praise or to avoid judgment from the group (Kelman, 1961). Consumers can get approval from the group if they use certain types of products, or they may be rejected if they do not use the products. To illustrate, in personal care product advertisements, consumers are often shunned by colleagues or friends for not using anti-dandruff shampoo, deodorant or mouthwash (Yang et al., 2007)

c. Value-expressive influence

This influence can be explained that people blend into society by making themselves more similar to the group they want to be (Kelman, 1961). Individuals can actively follow the group's beliefs and principles while ignoring the compliments or punishments and decide to fully accept and absorb the values of this group. For example, in mobile phone ads, companies having successful business entrepreneurs as models and imply that their phone users will have the same characteristics as the business group expectations (Yang et al., 2007).

2.2.3.2 Online Customer Review

Customers often consider Online customer reviews (OCRs) as a kind of electronic word-of-mouth communication in the online and offline product purchasing decision process. Electronic word-of-mouth communication (eWOM) is any positive or negative statement made by potential, actual or a former customer which is available to a multitude of people via the internet (Hennig-Thurau et al., 2004). It's different from traditional word-of-mouth. The message in traditional word-of-mouth disappears as soon as it is spoken. While in eWOM, the message remains over a period. Internet surfers can participate in eWOM activities by posting or reading reviews online. Online shoppers can track the history of eWOM just by pulling down the pages on the internet.

OCRs has long been considered an influential marketing tool (Bickart & Schindler, 2001; Kumar & Benbasat, 2006; Zhang, Craciun & Shin, 2010). With the impressive growth of the internet, today's consumers are often seeking information posted by previous clients seeking the convenience or information they need before deciding to buy a product or service (Pitta & Fowler, 2005). Cheung and Thadani (2012) argue that the internet offers a number of platforms suitable for eWOM formats (Such as Blogs, Forums, Review websites, Shopping websites). Previous studies have shown the effect of OCRs on consumer buying intentions (Bickart & Schindler, 2001; Park & Gretzel, 2007; See-To & Ho, 2014). However, the emergence of social networks like Facebook, Twitter, Zalo ... has contributed to changing the media battle and bringing new aspects of OCRs. By allowing users to contact their social networks, people are now able to exchange ideas and experiences about products or services with relatives, friends (Chu & Kim, 2011).

With the rapid development of Information Technology and Communication, consumers can easily express their opinions about products

and services through the internet. To confirm the importance of online reviews in customer decisions, Park, Lee, and Han (2007) show that buying intentions increase as quality and quantity of online reviews increase. In contrast to brands, understanding consumer trends is extremely important in product improvement, advertising, and consumer relations management.

2.2.4 Price

The price is the total amount of money a customer pay for a product or service in order to obtain its benefits. The price is the amount or quantity of goods needed to purchase some of the other goods and services associated with it (Duffie & Stanton, 1992).

Big Commerce has announced retail market research results for 2016 through interviews with 1,000 American adults. According to that, 87% of the respondents, accounting for the highest percentage, think that price is the most important factor in purchasing.

Price is one of the marketing communications tools used by manufacturers to convey some message to consumers for their products. It creates brand awareness and influences the purchase intention. Pricing is related to factors such as the likelihood that a customer will be able to afford, whether the price of the product is consistent with the quality of the consumer's location, the price of the product being competitive with the other brands. (Erdil, 2015). The price associated with brand perception will determine the prestige of the brand. Customers always compare the same products, quality, and price and look for the best price.

According to the studies of Heo and Lee (2011), customer perception of fair prices is an important role, directly influencing customer satisfaction and subsequent purchase behavior.

There are two main types of prices are low price and high price or luxury. (Erickson & Johansson, 1985). Some people always compare the same products and look for low priced products. For them, buying cheaper products means gaining high value. This means that products that have the same function and are not distinguishable tend to have a negative impact when it is high. Previous studies have also shown that there is a high degree of loyalty in low-cost product categories, which is in line with the conventional behavioral theories that consumers display in their choices, effect over time (Labeaga, Lado & Martos, 2007). Accordingly, discounts and promotions are often used to attract customers to the brand, so that each company tries to produce the lowest cost product.

However, discounts and promotions can increase revenue for an organization, but it can have a negative impact on brand awareness of quality. Some people combine low-cost products with low quality. They argue that the price is an indicator of quality, companies can reduce the quality of products to reduce costs as well as cost. Therefore, higher prices, in their thoughts, are better product quality signals (Bao.Y, Y & Sheng, 2011).

Along with that, the purchase of high-priced products also increases the value. For example, BMW and Mazda. Despite its high price, it offers a luxurious and rich feel in the minds of consumers; thus positively influencing its needs. This is mainly due to the perception that a higher priced product has a higher quality.

According to Navarro-Espigares and Torres (2011), the price is considered one of the attributes ranked by consumers as the most important.

2.2.5 Perceived Quality

Quality is the concept that characterizes the ability to satisfy a customer's needs. Each quality factor of a product is expressed through a set

of economic and technical parameters that reflect the ability to meet the needs of consumers. These factors are closely related to each other, creating a consistent quality level for the product. Quality factors include technical factors (characteristics) of the product, product aesthetics, product life, product reliability, product safety, the utility of the product, the economics of the product. In addition to tangible attributes, there are other intangible attributes, such as services associated with the product, especially the after-sales service, name, brand, reputation of the product, and impact on the mentality of shoppers (Shaharudin et al., 2011).

There are different definitions of elements of product quality. One of the most interesting definitions was created by Garvin in 1984. Garvin proposes that the eight components that make up the quality of a product include: Features, sub-characteristics, technical specifications, reliability, durability, usability, aesthetics, and quality of the product per customer. The quality attributes provided by Garvin (1984) are used to represent the overall quality of the product. It includes subjective and objective qualities in determining the quality of the product of interest. Product quality can also be analyzed according to the concept of two different perspectives, including objective quality and perceived quality. When consumers form a value related to their perceived quality, the perceived quality of the product becomes an especially important factor in the purchase intention.

Perceived quality is defined as when consumers use experience and knowledge to evaluate the overall benefit of a product after they buy a product (May, 2002). Perceived quality is a subjective assessment of the quality of consumer products based on the association of consumer information signals with the product.

Zeithaml (1988) defines consumer perceptions of intrinsic attributes as intrinsic physical attributes of the product: performance, functionality, reliability, durability, aesthetics, serviceability and suitability of the product.

External attributes are external cues associated with the product, such as price, brand positioning, and the origin of products.

2.2.6 Perceived Value

"Perceived value" has been assessed by researchers to be an important factor in the survival of the organization. Researchers use a variety of terms to define the perceived value of a customer, such as perceived value, consumption value, customer value, consumer value, customer perceived value, etc.

According to Zeithaml (1988): "Perceived value is the overall appreciation of consumers for the utility of a product or service based on their perception of what is received and what is spent." Zeithaml as a comparison between the two components "get" and "give up" of the product or service. So different consumers, the perceived value can be different.

Perceived value is a description of the balance between the quality of the product or the benefit they perceive from the product and the cost they pay for the product (Grewal, Monroe & Krishnan, 1990; Kainth & Verma, 2011)

Kainth et al. (2011) points out that the cognitive value established between the supplier and the customer is the emotional relationship. Value is formed in the mind of the customer after using the product or service. In other words, the value is always determined by the consumer.

The relationship between perceived values and purchase intention.

According to Sweeney and Soutar (2001), perceived value is divided into social value and price/value for money.

a. Social Value: Utilities derived from the product in enhancing the self-concept of society.

b. Price/value for money: Benefits from reducing short-term and long-term cognitive costs associated with the product

Grewal, Monroe, and Krishnan (1998) also asserted that the value for customers is a good predictor of repurchase and loyalty. High value for customers increases their willingness to buy and reduces their search intent.

Shaharudin et al. (2013) have shown that customer perceived value is a reliable predictor of buying intent and consumer behavior. At the same time, Gallarza & Saura (2006) also argue that there is a relationship between value perception and customer satisfaction, as well as between customer satisfaction and customer loyalty.

In general, according to the study of perceived value, the perceived value will affect the customer behavior. Thus, learning about the perceived value of the customer will help organizations. The result is a compulsory strategy for organizations (Lin, Sher & Shih, 2005). Building value perception has become the focus of a marketing strategy because it is increasingly recognized as a source of competitive advantage (Woodruff, 1997). Customers will choose which businesses they perceive to be the highest value for them (Kotler, 2001).

2.3 Hypotheses Development

2.3.1 The Effect of Brand Awareness on Customer Review

According to Idrees et al. (2015), if one party believes in the other, it leads to positive behaviors. Studies show that trust is the foundation for developing product loyalty (Akbara & Parvez, 2009; Idress et al., 2015). Accordingly, this research inferred by creating the trust of customers with the brand. brand aware indirectly influences customer loyalty. Customers try to

share this trust with people around it. positive behaviors such as word of mouth about the good brand, frequent use of brand (Fullerton, 2005).

Branding becomes a tool for customers to "express" themselves, from the perspective of others and to join a group of people. Having a clear symbolic value will create a great deal of customer loyalty (Moulins & Roux, 2010). Customers feel the "blended" between the identity and brand identity, will feel the individual image is visible through the lens of the brand (Podsakoff et al., 2000). Feeling the synergy leads to customers not taking action for personal gain but for the sake of the organization (Podsakoff et al., 2000).

2.3.2 The Effect of Brand Awareness on Purchase Intention

According to a study conducted in Taiwan for mobile phone companies, research shows that brand awareness has a positive impact on purchase intention. It has the role of mediating between brand loyalty and perceived quality. Research results describe that marketers try to build brand awareness through advertising, promotions, and other marketing tools. In the study by Chi, Yeh and Yang (2009), as brand awareness increased, loyalty to the brand also increased, leading to increased purchasing interest and ultimately increased purchase intentions. Brand awareness and purchase intentions of customers are directly related (Shah, Aziz & Jaffari, 2012).

Hoeffler and Keller (2002) have pointed out that when a brand has huge awareness, both retailers and consumers will think of that brand whenever they buy a product.

In addition, brand perception is one of the most important factors in building a brand image (Davis, Golicic & Marquardt, 2008)). It makes it easy for consumers to choose between competing products. In addition, brand awareness influences the intention to purchase and customers tend to pay for

products they know and are known (Keller, 1993; Macdonald & Sharp, 2000). Brand awareness makes customers aware of the product from a product portfolio and then builds a buying intent (Percy & Rossiter, 1992).

Anosh's research (Muhammad, Hamad & Shabir, 2014) shows that brand awareness is a major consideration when buying a smartphone. Shahzad and Sobia (2013) also show that brand awareness has a positive impact on the choice of the smartphone brand.

2.3.3 The Effect of Customer Review on Purchase Intention

Reference groups are groups that directly or indirectly influence a person's point of view and behavior. According to Schiffman and Kanuk (2007), when an individual views the values, rules and attitudes of a group as a benchmark for his or her behaviors and attitudes, they are considered a reference group (Lin & Chen, 2009). The reference group may be anyone, such as a parent, colleague, friend, or idol, celebrity, etc. The influence of the reference group depends on the level of intimacy and the relationship to the group. According to Lay-Yee, Kok-Siew, and Yin-Fah (2013), the reference group had a significant influence on purchasing decisions. In Suki's study (Mohd Suki, 2013), it was also shown that the second most influential reference group to purchase decisions among variables (Such as Brand image, Features, Price).

As technology evolves, online reviews appear and rise rapidly. These reviews have a big impact on the customer's purchase intention. According to previous literature, intentions of purchase and consumer satisfaction have increased with the level of message response, increasing purchase intent (Mauri & Minazzi, 2013). Based on Xie et al., (2001), an online assessment is considered a new type of referral, which is similar to oral communication. However, online reviews are often pre-existing users who want to remain

anonymous, while traditional word-of-mouth is familiar (Chevalier & Mayzlin, 2006). Because of this, the popularity of the product depends on the number of online reviews, in other words, the online reviews represent the market performance of the product. Through online reviews, consumers are more confident, less risk-averse, and more likely to buy (Buttle, 1998).

Consumers are always affected by customer reviews in the purchase decision process. They always look for advice or positive feedback on the product they intend to buy (Farzana, 2012).

2.3.4 The Effect of Perceived Quality on Purchase Intention

Perceived quality is defined as the satisfaction and expectations of customers. Thus, the important issue for quality management is what customers expect, when buying goods and services. In fact, the needs of customers are extremely diverse. Perceived quality of the customer based on the quality expected and actual quality of the product. Expected quality is the needs and expectations of customers. The actual quality is the quality offered by the business. At the time of purchase, customers will compare the actual quality perceived quality expected. This establishes the basis for purchasing decisions and determines satisfaction after purchase. (Shaharudin, 2011).

Some studies have shown the direct positive effects of quality perception on purchase intention (Tsiotsou, 2006). In contrast, studies have found an indirect effect of the perceived quality of the product and intention to purchase through the intermediary of customer satisfaction (Bou-Llusar, Camisón-Zornoza & Escrig-Tena, 2001). In the study of Tsiotsou (2006), it was also agreed that the quality of products by perception and service had a direct or indirect impact. The quality of an unnecessary product requires a past experience with the product. In general, perceived quality influences the

purchase intention. Theoretically, there is a positive relationship between perceived quality and intention after purchase (Keller & Lehman, 2003).

2.3.5 The Moderating Effect of Perceived Value on Brand Awareness and Purchase Intention

Trust with the brand comes from awareness. Many authors cite various forms of perception but generally come from a comparison between brand responsiveness and customer demand (Ganesan, 1994). Sta, Abbassi, and Elfidha (2018) emphasized that trust comes from evaluation between receiving and losing. Trust can be seen almost entirely as a result of "calculating" the benefits of the product.

Thomson, MacInnis, and Whan Park, (2005) argue that customer engagement is stronger for a highly symbolic brand, due to the likelihood that a brand image connects customer identity to social values. Thus, Escalas & Bettman (2003) show that customers have stronger connections with brands that are associated with the benchmarks of the reference group. The reference group here may be a large group of influential people in the society or representative groups for a culture branch. Linking to a brand is also reinforced by the ability of the brand to remind customers of a certain time in the past, often a beautiful moment. From there, create strong feelings and close to the brand (brand awareness). This is how the brand hits the consumer psychology of regretting a beautiful past, Branding becomes a tool for customers to "express" themselves, from the perspective of others and to join a group of people. Having a clear symbolic value will create a great synergy between the customer and the brand, leading to the desire to own the brand (Moulins & Roux, 2008).

2.3.6 The Effect of Price on Purchase Intention

Munnukka's (2008) study has shown the relationship between consumer perceptions of price and purchase intentions. It has a direct influence on the intent of the purchase. Each customer has a different opinion of the price. However, most consumers have responded strongly to changes in market prices such as promotion or discounts, gifts (Faryabi, Sadeghzadeh & Saed, 2012). According to Chang and Wildt (1994), marketers use price as a primary variable to influence consumers' buying behaviors.

2.3.7 The Moderating Effect of Price on Perceived Quality and Purchase Intention

When customers choose a product or service, the price of the product or service is always interested consumers. Consumers rely on prices to determine their purchase intention. Consumers often predict quality through price indices and form subjective perceptions about the quality of the product based on the value of the product. This affects the actual purchase intent (Cronley et al, 2005). According to Bao.Y et al. (2011), higher priced products have better quality.

Cronley et al., (2005) also argues that when consumers do not have enough information about product quality, the price factor becomes the only indicator of product quality.

CHAPTER THREE

RESEARCH METHODOLOGY

Chapter 3 focuses on research methods. In this chapter, the study introduces the framework model, the hypotheses and measures the research structures. In addition, Chapter 3 also discusses research methods for analyzing, testing hypotheses and how the research is carried out. A number of sub-sections such as research design, questionnaire design, method and data collection plan, data analysis methods will be presented in this chapter.

3.1 Research Model

Based on the above research hypotheses development, this study develops a research framework as shown in Figure 3.1.

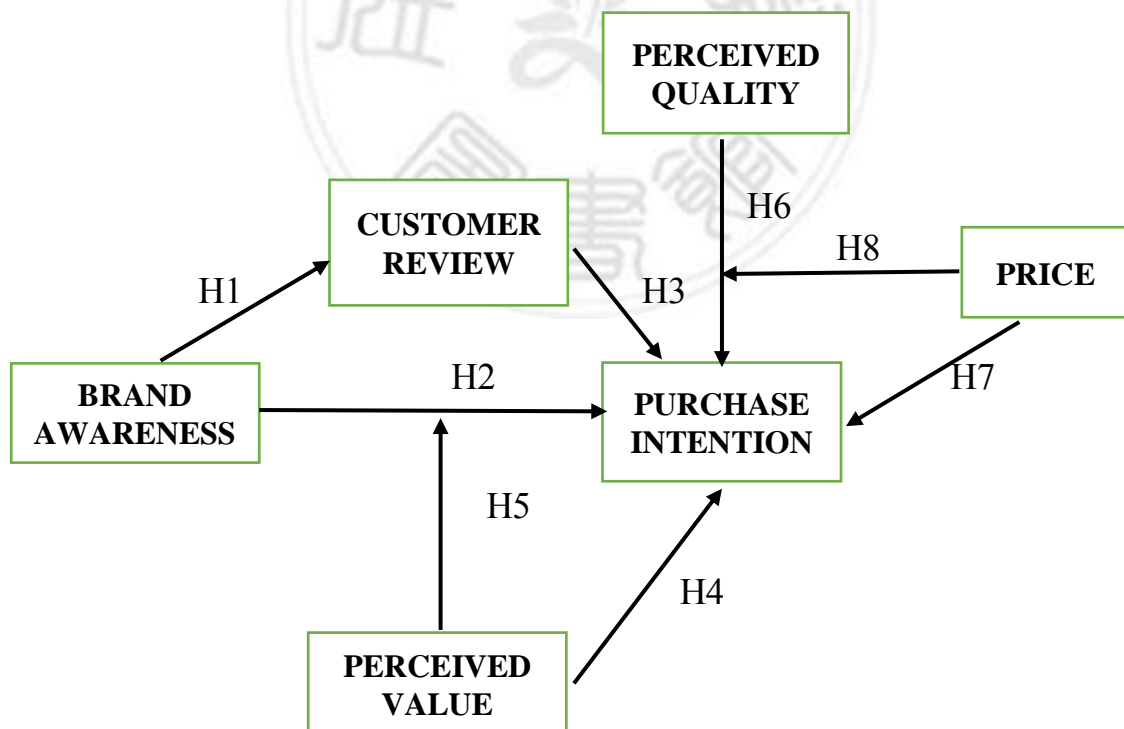


Figure 3.1 Research Model

Source: Original Study

Hypotheses:

- H1: Brand awareness has a positive effect on customer review.
- H2: Brand awareness has a positive effect on purchase intention.
- H3: Customer review has positive effect on purchase intention
- H4: Perceived value will positively affect to Purchase intention
- H5: Perceived value moderates when brand awareness in a relationship with purchase intention.
- H6: Perceived Quality has positive effect on purchase intention.
- H7: Price has positive effect on purchase intention
- H8: Price moderates when perceived quality in a relationship with purchase intention.

3.2 Research Design

The study aimed to examine the relationship among brand awareness, Customer review, perceived value, perceived quality, price and purchase intention of consumer towards smartphone in Vietnam.

The research questionnaire was designed to obtain particular information that needed to conduct this study and to examine the variables listed in the research hypotheses. The questionnaire was developed to successfully achieve the objectives of this study.

The questionnaire was structured into two parts. The first part consists of brand awareness, Customer review, perceived value, perceived quality, price, and purchase intention. Likert-type scales (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree) were used to measure the variables. 63 items survey questionnaire was developed to obtain the response from respondents. The questionnaire of the study consisted of 6 constructs: brand awareness (7 items), Customer review

(6 items), perceived value (8 items), perceived quality (27 items), price (9 items), purchase intention (6 items). The second part was the demographics. This part considered gathering the personal information for descriptive analysis: gender, ages, jobs, education levels, income.

To collect the data for analysis, we conduct on the people in Vietnam are used as target systems. The respondents are the people have age around 18 to 50-year-old. They were surveyed via email and direct surveys.

3.3 Construct Measurement

The study has considered six research constructs, after that the interrelationship among these variables also be assessed. The main identified constructs are brand awareness, customer review, perceived quality, perceived value, price and purchase intention. Each construct has its operational conceptions and measurement items. Appendix tables present the questionnaire items for this study.

3.3.1 Brand Awareness

Brand awareness refers to the ability of a consumer to distinguish the brand exactly when the consumer is exposed to it and to the ability of a customer to obtain the right brand name from their memory when asked by a product catalog. To measure brand awareness, 7 items were designed based on Ya-Hsin (2014), Pham (2005), and Keller (1993). The list of questionnaire items for construct “brand awareness” was mention below:

- (BA1) I can identify the smartphone brand through its name.
- (BA2) I can identify the smartphone brand through its image.
- (BA3) Brand’s images are one aspect attracting me when I buy smartphone.
- (BA4) I buy this smartphone because of its brand name.

- (BA5) It is easy to identify the brand because of the internationally recognized brand.
- (BA6) It is easy to identify the smartphone because of its logos.
- (BA7) I usually choose the most advertised smartphone brands.

3.3.2 Customer Review

Sample items measuring: Customer review includes two dimensions: online customer review and the reference group. To collect data about Customer review, 9 items were adopted based on Yang et al. (2007) and Danupol (2016). The questionnaire items showed below.

- (CR 1) Good review of a smartphone is important for me while making my purchase decision.
- (CR 2) I decided to choose a smartphone because of its great online reviews in the past.
- (CR 3) Positive reviews provide me with more information about the smartphone than negative ones.
- (CR 4) I previously reviewed the quality of smartphone online.
- (CR 5) My friends and family think that we should use the same smartphone brand.
- (CR 6) My friends and family affected my purchase decision.
- (CR 7) People around me stimulate the use of my smartphone.
- (CR 8) I bought this smartphone because of my idol.
- (CR 9) I bought this smartphone because many celebrities using it.

3.3.3 Perceived Quality

Perceived Quality includes Performance; Features, Serviceability, Suitability of the product (aesthetics). To measure job satisfaction, 27 items

were designed based on (Aaker, 1991; Kotler & Armstrong, 2003; Shaharudin, 2011). The questionnaire items showed below.

- (PQ 1) I prefer the latest smartphone.
- (PQ 2) I prefer the best water resistant smartphone.
- (PQ 3) I prefer the smartphone has the best security features.
- (PQ 4) I prefer the smartphone has the best photos taken.
- (PQ 5) I prefer a smartphone has application store with the variety of apps.
- (PQ 6) I will buy a smartphone equipped camera with more megapixels.
- (PQ 7) I love a smartphone with high quality sound system.
- (PQ 8) I prefer a smartphone can connect with other devices.
- (PQ 9) I prefer a smartphone has big storage space.
- (PQ 10) I prefer a smartphone based on its shape and sizes.
- (PQ 11) I prefer the smartphone with good warranty policy when it has problems.
- (PQ 12) I like accessories, spare parts of the smartphone are available in store or service center.
- (PQ 13) Replacement prices of damaged parts is reasonable.
- (PQ 14) I prefer the smartphone has good customer services.
- (PQ 15) I prefer the stylish smartphone with the smart interface.
- (PQ 16) I prefer the smartphone has the latest technology and features.
- (PQ 17) I buy a smartphone because of its unique design and easy identification.
- (PQ 18) I attracted by smartphone brand image.
- (PQ 19) I am using the smartphone has the color matches its design.
- (PQ 20) I prefer the smartphone has eye-catching accessories and widely used.
- (PQ 21) Smartphone has style suits me. (meet the customers 'demands).

- (PQ 22) I will accept a product if its design specifications related to the numbers customers want.
- (PQ 23) I always want to buy a product having long durable time.
- (PQ 24) I always choose a product having reputation.
- (PQ 25) The visual appearance of products determines my response and product success.

3.3.4 Perceived Value

To collect data about perceived value, 8 items were adopted based on Choy and Ng (2011). The list of items for construct “perceived value” was mention below.

- (PV 1) The smartphone helps me in building my personal brand.
- (PV 2) I feel positively when I use this smartphone.
- (PV 3) I impress other people with my smartphone.
- (PV 4) My personal brand is higher than other people when I use this smartphone.
- (PV 5) The price of this smartphone is reasonable.
- (PV 6) The smartphone qualifies as its price.
- (PV 7) This Smartphone is economical.
- (PV 8) The cost of purchasing this smartphone is burdensome to me.

3.3.5 Price

The customer always compares the same products, quality, and price and look for the best price. Based on the previous studies of leadership style (Heo & Lee, 2011; Monroe, 2003). This factor is measured with 6 items. The questionnaire items showed below:

- (PR 1) I prefer buying a smartphone at a low price. (I buy this smartphone because it is cheap).

- (PR 2) I will compare the prices of different smartphones before I purchase one.
- (PR 3) I consider about the price of the smartphone when I buy it.
- (PR 4) I think the price is an important factor in evaluating the quality of a smartphone.
- (PR 5) I don't care about the price of the smartphone when I decide to buy it.
- (PR 6) I choose a higher priced smartphone with the same features.

3.3.6 Purchase Intention

Purchase intention is defined as the ability and willingness of consumers to purchase a particular product or service in the future. To measure those kinds, 6 questionnaires items were designed from Richard, Loury, and David (2013). The questionnaire items showed below.

- (PI 1) I will buy a smartphone soon.
- (PI 2) I will consider the brand of the smartphone before I purchase it.
- (PI 3) I search for information about a smartphone from family, friends and on the internet.
- (PI 4) I always talk with my family and friends about smartphones regularly.
- (PI 5) I will consider the price of smartphones before I purchase it.
- (PI 6) I will consider the feature of smartphones before I purchase them

3.4 Translation

To collect data for research, the major respondent is Vietnamese who have medium income. Therefore, the Vietnamese language plays an important role in data collection. In typically, the survey was designed by English, after that, the second language - Vietnamese was used to translate all question items

into Vietnamese. It is easier for respondents to answer quickly. The last but not the least step is to translate the questionnaire items back to English to recheck the correction. To complete this questionnaire, the five doctoral degree scientists, who major in business administration and have great skills at English as well as Vietnamese, in Vietnam, are asked to give their suggestion for all the items from English to translate into Vietnamese, to ensure that nothing is different between the Vietnamese version and English version. Then, the double check by translating Vietnamese back into English one more time was used to make sure again. After that, the incorrect words were removed. The final version of the questionnaire in the Vietnamese language was completed after being carefully discussed and modified.

3.5 Pilot Test

A trial test is conducted in Vietnamese version to fortify questionnaire's effectiveness. The pilot test is handled on the internet and 50 responses are collected intentionally. Consequently, this trial data is analyzed in a reliability test to get the internal consistency of each item and factors. An acceptable level of internal consistency would be reflected in a Cronbach's α value of no less than 0.70 in this study.

3.6 Demographics

The demographic characteristics had designed to investigate the dissimilar features among every respondent, who took part in this survey. According to previous studies, the individual demographic features could be measured by the following indicators:

- Gender
- Age

- Jobs
- Education levels
- Income

3.7 Sampling Plan and Data Collection

The data in this thesis was collected by sending 450 questionnaires to the people who have medium income in Viet Nam are used as target systems. The respondents are the people have age around 18 to 50-year-old.

Data collection consisted of five steps.

- Firstly, identifying related research variables through literature review and advice from the thesis advisor.
- The second step was to complete the drafting of the survey questionnaire.
- The third step, translating the research questionnaires into Vietnamese and then translate back into English one more time to double check the meaning of the items remained the same.
- Fourthly, running a pre-test of the Vietnamese questionnaires to check α (alpha). 50 respondents were invited for the pre-test. Based on the pre-test, an internal consistency reliability coefficient of each item was computed. If the consistency reliability coefficient of each question cannot be achieved, the questionnaire was modified one more time as a result to reach the greater consistency.
- The final step was delivery the Vietnamese questionnaire indirectly and directly to Vietnamese respondents. When the data was totally completed, it could be used for analyzing in the following step.

3.8 Data Analysis Procedure

The program named SPSS v.20 was used to calculate data. To test the hypotheses as developed from this study, there are six methodological techniques adopted:

- Descriptive Statistic Analysis
- Factor analysis and Reliability test
- Independent Sample t-test
- One way analysis of variance (ANOVA)
- Multiple Regression Analysis
- The Hierarchical Regression Analysis

3.8.1 Descriptive Statistic Analysis

To measure about characteristics of all variable, the method named Descriptive Statistic Analysis is extremely useful. It calculates the means of each variable, besides the standard deviations also mentioned.

3.8.2 Factor Analysis and Reliability Tests

3.8.2.1 Factor Analysis:

Factor analysis, which is especially applicable for analyzing complex concepts such as socioeconomic status, dietary patterns, or psychological scales, is a widely used statistical technique to investigate underlying factors (subsets of variables) from which the observed variables were generated. The main purposes of the technique are normally (1) to summarize or reduce data, (2) to explain for latent variables and (3) to confirm dimensions of a construct. Based on the fundamental assumption that a small number of unobserved variables are responsible for the correlation among a large number of observed variables, factor analysis explores and explains the latent which cannot be directly observed through their effects on observable variables. Specifically,

for each observed variable, there are presumably two parts of variance: a common part (communalities) shared with other variables that cause correlation among them, and a unique part that is separated and different from other variables. The common parts are so called factors which represent for the latent constructs. Generally, measurement items with factor loadings greater than 0.6 will be selected as members of a specific factor (Hair, 2011).

3.8.2.2 Reliability test:

In statistics, Item-to-total Correlation and Cronbach's α are two popular measures of scale reliability. Item to total correlation is the correlation between an individual item and the total score without that item whereas Cronbach's alpha measures how closely related a set of items are as a group, so called internal consistency. These indicators assume that total score is valid and thus the extent to which the item correlates with the total score is indicative of convergent validity for the item. Principally, items with correlation lower than 0.5 will be deleted from analysis process (Hair, 2011).

3.8.3 Independent Sample t-test

To test whether the differences between two groups in relation with one variable, independent sample t-test is used in this cases. In this study, it was applied to compare the differences between male and female in the six constructs: Brand awareness, customer review, perceived value, perceived quality, price, and purchase intention.

3.8.4 One Way Analysis of Variance (ANOVA)

To test whether the differences between more than two groups in relation with one variable, one-way Analysis of variance is used in this cases. In this study, it was applied to compare the differences between demographic

variables (i.e. ages, gender, education, jobs, and income) of the respondents in the six constructs: Brand awareness, customer review, perceived value, perceived quality, price, and purchase intention. The analysis will be significant with t-value higher than 1.98, also the p-value lower than 0.05.

3.8.5 Regression Analysis

3.8.5.1 Multiple Regression Analysis

The multiple regression analysis is used to analyze the relationship between a single dependent variable and several independent variables. Thus, the main purpose of multiple regression analysis is to predict the dependent variable with a set of independent variable. Another objective of multiple regression is to maximize the overall predictive power of the independent variables as represented in the variate. Multiple regression analysis can also meet an objective comparing two or more sets of independent variables to ascertain the predictive power of each variate. The analysis will be significant when the R-square higher than 0.1 ($R^2 > 0.1$), a correlation higher than 0.3 and F-value is higher than 4. In this study, the multiple regression analysis was conducted to examine the mediating variable between the independent variable of perceived organizational support and the dependent variable.

3.8.5.2 Hierarchical Regression Analysis

To test how the moderating variable of factors effect on the relationship between the independent variable and the dependent variable. To test how the mediating variable of factors effect on the relationship between the independent variable and the dependent variable, the method named hierarchical regression analysis was conducted.

CHAPTER FOUR

RESEARCH ANALYSIS AND FINDING

The content of this chapter focuses on data analysis. Data analysis results are presented in tabular form. In addition, the results of data analysis are illustrated graphically for better understanding. The proposed hypotheses are tested by correlation analysis and regression analysis.

4.1 Descriptive Analysis and Factor Analysis

4.1.1 Characteristics of Respondents

4.1.1.1 Characteristic of Respondents

The survey was conducted in Vietnam, 450 sets of survey questionnaires were distributed to respondent. There are 437 sets of questionnaire were received. 13 sets of questionnaire weren't accepted (blank, missing or fault replied). The percentage of valid responses is 97.11%. The study utilized the remaining 437 sets of survey questionnaire to make data analysis.

Table 4.1 presents the demographic description of the respondents. 53.8% male to 46.2% female, age group is device under five different groups: 13% respondents under 18 years old; 40,7% form 18 years old to 25 years old; 33,6% from 26 to 35 years old; 10.5% from 36 to 45 years old; the last group is over 45 years old which are 1.6%, mainly below the age of 35 (87.9%).

In Table 4.1, respondents' job group is categorized under three different groups. The first group is student, which are 130 respondents or 29.7%. The second group is Employee, with 165 respondents or 37,8% of the total respondents. The third group is Self-employee, which recorded a total of 142 respondents or 32.5%. About the income item, there are 33.9% respondents have income under 300 USD per month. The rate of respondents has Income

from 300 USD to under 600 USD per month is 36.2%. Income from 600 USD to 1000 USD per month is 24.3% and Over 1000 USD per month is 5.7% of total number respondents

Table 4.1 Characteristic of Respondents in this Research (n=437)

Item	Description	Frequency	Percentage (%)
Gender	Male	235	53.8
	Female	202	46.2
Age	Under 18	59	13.5
	From 18 to 25	178	40.7
	From 26 to 35	147	33.6
	From 36 to 45	46	10.5
	Over 45	7	1.6
Jobs	Student	130	29.7
	employee	165	37.8
	Self-employee	142	32.5
Income (Per month)	Under 300 USD	148	33.9
	From 300 USD to 600 USD	158	36.2
	From 600 USD to 1000 USD	106	24.3
	Over 1000 USD	25	5.7

Source: Original study

4.1.1.2 Have You Ever Bought a Smartphone Before?

Table 4.2 and Figure 4-1 show the results of the survey question "Have you ever bought a smartphone before?". The pie chart shows that the majority of survey respondents have ever bought a smartphone before. Specifically, 429 people accounted for 97.4% of the 437 survey respondents who said they had purchased a smartphone before. Meanwhile, only nine people, 2.06 percent, said they had not bought a smartphone before.

Table 4.2 Have You Ever Bought a Smartphone Before?

	Frequency	Percentage	Cumulative Percentage
Yes	429	97.94	97.94
No	9	2.06	100
Total	437	100	100

Source: Original study

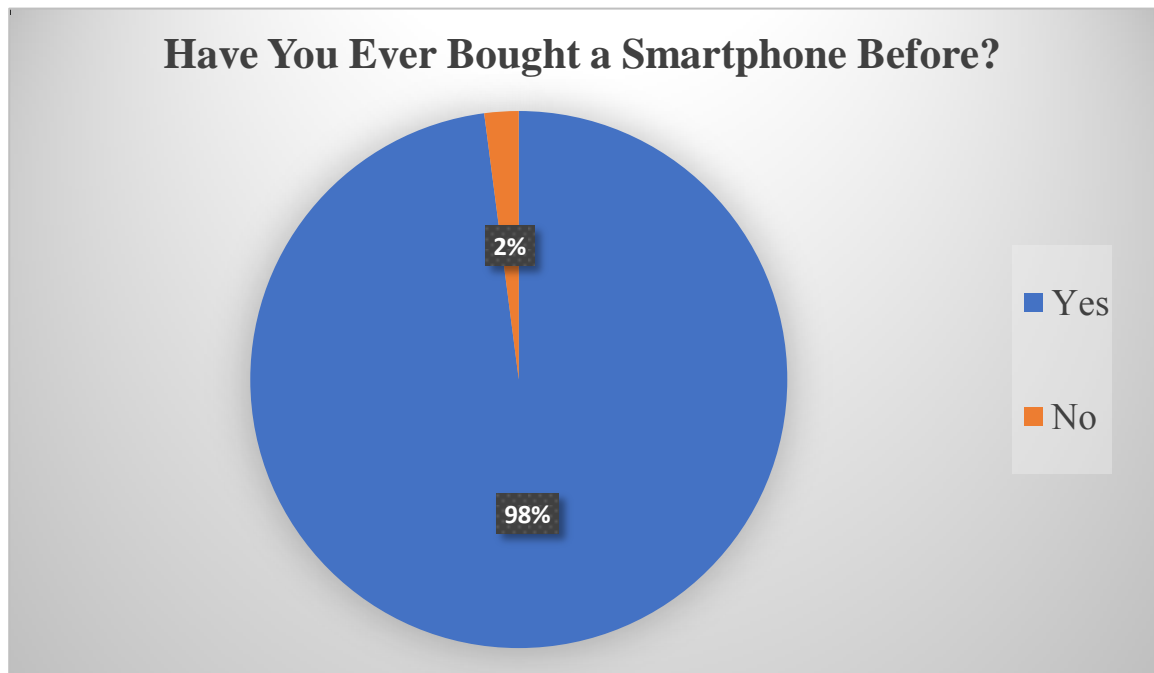


Figure 4.1 Have You Ever Bought a Smartphone Before?

Source: Original study

4.1.1.3 Current Smartphone's Brand

Figure 4-2 and Table 4.3 show the smartphone brands currently used by customers. According to statistics, there are 8 smartphone brands currently in use. In particular, the most popular brand is Samsung. Samsung users are 173 frequencies out of 437, representing 39.56%. The second most popular brand is Oppo with 115 frequencies, 26.31%. Followed by the Apple, Nokia, Vivo, Sony, Huawei brands with respectively 15.33%, 7.32%, 3.43%, 2.74% and 2.06%. The other brands are 14 frequencies equivalent to 3.25%.

Table 4.3 Current Smartphone's Brand

	Frequency	Percentage	Cumulative Percentage
Apple	67	15.33	15.33
Nokia	32	7.32	22.65
Vivo	15	3.43	26.08
Samsung	173	39.56	65.64
Oppo	115	26.31	91.95
Sony	12	2.74	94.69
Huawei	9	2.06	96.75
Others	14	3.25	100

Source: Original study

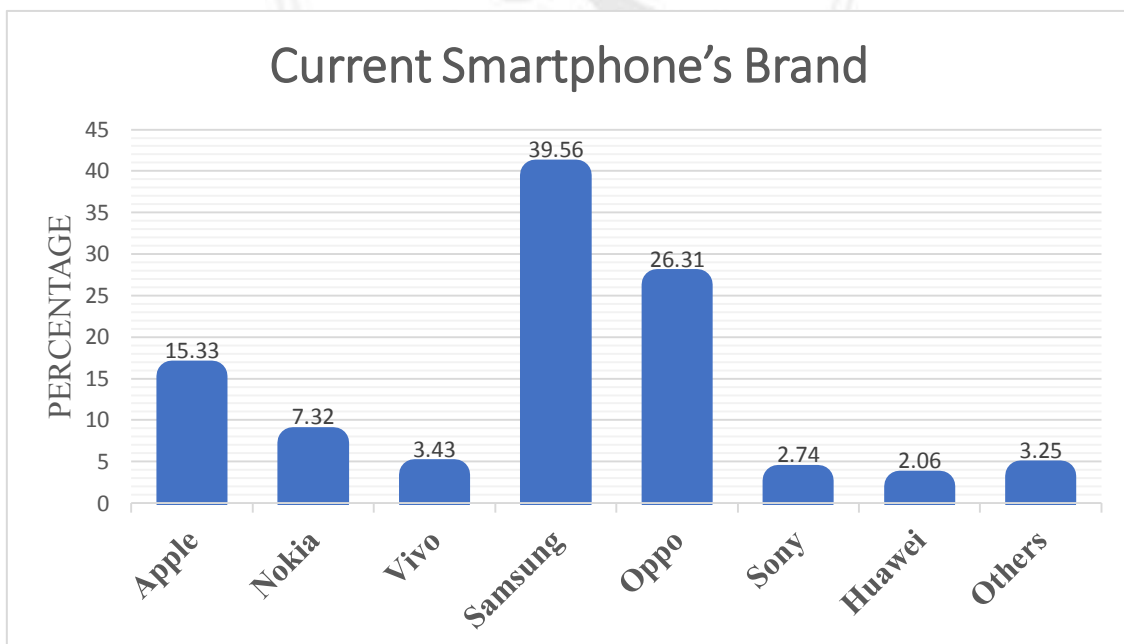


Figure 4.2 Your Current Smartphone's Brand

Source: Original study

4.1.2 Measurement Results for Relevant Research Variables

Table 4.4 shows the descriptive statistics by questionnaire items for sample respondents. The descriptive statistics identifies the mean value, and standard deviation of the research questionnaire. There are seven items of Brand Awareness, nine items of Customer Review, twenty-five items of Perceived Quality, eight items of Perceived Value, six items of Price and six items of Purchase Intention

As show in Table 4.4, for Brand Awareness, the sample cases show a range of item's mean value from 3.55 to 4.22 in the 5 – point Likert scales, with highest mean value in factor are BA3 and BA6 which is 4.22. Factor Customer Reviews indicated mean value from 4.00 to 5.04. In term of Perceived Quality, the highest mean value is PQ1 which is 4.34, while the lowest mean values are PQ8 and PQ9 which stands only 2.62 and 2.59. Besides, the sample case shows a range from 4.10 to 4.35 in 5 – point Likert scales of Perceived Value. Factor Price shows a range of item's mean value in 5 – point Likert scales, which ranges from 3.45 (PR3, PR5) to 3.88 (PR1). In factor Purchase Intention, the sample case indicated mean value from 4.01 (PI4) to 4.36 (PI1).

Table 4.4 Descriptive Analysis for Questionnaire Items

Items	Descriptions	Mean	Standard Deviation
<i>Brand Awareness</i>			
BA1	I can identify the smartphone brand through its name.	3.70	1.027
BA2	I can identify the smartphone brand through its image.	4.18	.741
BA3	Brand's images are one aspect attracting me when I buy smartphone.	4.22	.739
BA4	I buy this smartphone because of its brand name.	4.11	.866

Table 4.4 Descriptive Analysis for Questionnaire Items (Continues)

Items	Descriptions	Mean	Standard Deviation
BA5	It is easy to identify the brand because of the internationally recognized brand.	3.55	1.148
BA6	It is easy to identify the smartphone because of its logos.	4.22	.716
BA7	I usually choose the most advertised smartphone brands.	4.09	.934
<i>Customer Review</i>			
CR1	Good review of a smartphone is important for me while making my purchase decision.	4.40	.712
CR2	I decided to choose a smartphone because of its great online reviews in the past.	4.23	.723
CR3	Positive reviews provide me with more information about the smartphone than negative ones.	4.26	.713
CR4	I previously reviewed the quality of smartphone online.	4.20	.841
CR5	My friends and family think that we should use the same smartphone brand.	4.11	.931
CR6	My friends and family affected my purchase decision.	4.12	.938
CR7	People around me stimulate the use of my smartphone.	4.16	.902
CR8	I bought this smartphone because of my idol.	4.00	1.060
CR9	I bought this smartphone because many celebrities using it.	4.03	1.103
<i>Perceived Quality</i>			
PQ1	I prefer the latest smartphone.	4.34	.832
PQ2	I prefer the best water resistant smartphone.	4.16	.913
PQ3	I prefer the smartphone has the best security features.	4.24	.849
PQ4	I prefer the smartphone has the best photos taken.	4.12	.895

Table 4.4 Descriptive Analysis for Questionnaire Items (Continues)

Items	Descriptions	Mean	Standard Deviation
PQ5	I prefer a smartphone has application store with the variety of apps.	4.12	.887
PQ6	I will buy a smartphone equipped camera with more megapixels.	4.09	.886
PQ7	I love a smartphone with high quality sound system.	4.11	.860
PQ8	I prefer a smartphone can connect with other devices.	2.62	1.067
PQ9	I prefer a smartphone has big storage space.	2.59	1.141
PQ10	I prefer a smartphone based on its shape and sizes.	2.62	1.120
PQ11	I prefer the smartphone with good warranty policy when it has problems.	2.84	1.165
PQ12	I like accessories, spare parts of the smartphone are available in store or service center.	3.03	1.218
PQ13	Replacement prices of damaged parts is reasonable.	2.85	1.256
PQ14	I prefer the smartphone has good customer services.	4.17	.830
PQ15	I prefer the stylish smartphone with the smart interface.	4.14	.874
PQ16	I prefer the smartphone has the latest technology and features.	4.18	.834
PQ17	I buy a smartphone because of its unique design and easy identification.	3.81	.972
PQ18	I attracted by smartphone brand image.	3.83	1.008
PQ19	I am using the smartphone has the color matches its design.	3.91	.982
PQ20	I prefer the smartphone has eye-catching accessories and widely used.	3.76	1.066
PQ21	Smartphone has style suits me. (meet the customers 'demands).	4.16	.830

Table 4.4 Descriptive Analysis for Questionnaire Items (Continues)

Items	Descriptions	Mean	Standard Deviation
PQ22	I will accept a product if its design specifications related to the numbers customers want.	4.20	.807
PQ23	I always wants to buy a product having long durable time.	4.22	.824
PQ24	I always chooses a product having reputation.	4.23	.841
PQ25	The visual appearance of products determines my response and product success.	4.17	.826
<i>Perceived Value</i>			
PV1	The smartphone help me in building my personal brand.	4.35	.798
PV2	I feel positively when I use this smartphone.	4.32	.711
PV3	I impress other people with my smartphone.	4.14	.839
PV4	My personal brand is higher than other people when I use this smartphone.	4.10	.845
PV5	The price of this smartphone is reasonable.	4.25	.752
PV6	The smartphone qualifies as its price.	4.19	.798
PV7	This Smartphone is economical.	4.18	.788
PV8	The cost of purchasing this smartphone is burdensome to me.	4.14	.904
<i>Price</i>			
PR1	I prefer buying a smartphone at a low price. (I buy this smartphone because it is cheap).	3.88	1.024
PR2	I will compare the prices of different smartphones before I purchase one.	3.45	.790
PR3	I consider about the price of the smartphone when I buy it.	3.62	.803
PR4	I think the price is an important factor in evaluating the quality of a smartphone.	3.71	.839

Table 4.4 Descriptive Analysis for Questionnaire Items (Continues)

Items	Descriptions	Mean	Standard Deviation
PR5	I don't care about the price of the smartphone when I decide to buy it.	3.45	.849
PR6	I choose a higher priced smartphone with the same features.	3.46	.982
<i>Purchase Intention</i>			
PI1	I will buy a smartphone soon.	4.36	.724
PI2	I will consider the brand of the smartphone before I purchase it.	4.26	.692
PI3	I search for information about a smartphone from family, friends and on the internet.	4.31	.710
PI4	I always talk with my family and friends about smartphones regularly.	4.02	.882
PI5	I will consider the price of smartphones before I purchase it.	4.26	.727
PI6	I will consider the feature of smartphones before I purchase them.	4.24	.753

Source: Original study

4.1.3 Factor Analysis and Reliability Tests

To verify the dimensionality and reliability of the constructs, several data purification processes are conducted in this research, which includes factor analysis, correlation analysis, and coefficient alpha analysis. Factor analysis investigate the inherent structure of the data. Correlation analysis confirms the multi-collinearity among variables. And coefficient (Cronbach's) alpha accesses the internal consistency of each variable. For each of research

constructs, factor analysis is firstly adopted to structure the items used to measure the latent variable. and to compare with theoretically suggested items. Item-to-total correlation, coefficient alpha, and correlation matrix are subsequently performed to guarantee the scale reliability and internal consistency for the constructs.

Confirmatory Analysis was conducted for all constructs as the data were taken and adapted from former research and following criterions were followed for the factor analysis:

- Factor loading: Higher than 0.6
- Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO): Higher than 0.5 & Bartlett's test Sig below than 0.05
- Eigen value: Higher than 1
- Cronbach's coefficient alpha (α): Higher than 0.6
- Item-to-total correlation: Higher than 0.5

The results of the factor analysis and reliability for each variable are shown in Table 4.5 to 4.10.

4.1.3.1 Brand Awareness

There are total seven items in this construct using to explain the Brand Awareness, which are listed in table 4.5.

In general, the KMO value for all factors in each Construct is 0.798, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items of factor brand awareness have factor loadings higher than 0.7. Between each item, item BA4 has the highest Factor loading is 0.783, which indicates the highest relation to construct brand awareness. Besides, construct's Eigen value is 2.866 higher than 1.

Reliability test showed five variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's coefficient alpha $\alpha = 0.814$ (BA1 and BA5 was deleted), Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total five items were selected for further analysis.

Table 4.5 Results of Factor Analysis and Reliability Tests on Brand Awareness

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
Brand awareness (KMO=.798)			2.866	40.938		.814
	BA4	.783			.636	
	BA3	.761			.584	
	BA6	.761			.602	
	BA2	.743			.608	
	BA7	.736			.578	
	BA5	.817		Deleted		.672
	BA1	.811		Deleted		.686

Source: Original study

4.1.3.2 Customer Review

There are total nine items in this construct using to explain the customer review, which are listed in table 4.6.

In general, the KMO value for all factors in each Construct is 0.908, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.7. Between each item, item CR9 has the highest Factor loading is 0.886, which indicates the highest relation to construct customer review. Three items are lower 0.7, which was deleted (CR1, CR2, CR3) Besides, construct's Eigen value is 4.225 higher than 1.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of Cronbach's coefficient alpha $\alpha = 0.915$,

Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total six items were selected for further analysis.

Table 4.6 Results of Factor Analysis and Reliability Tests on Customer Review

Construct	Item	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha	
Customer Review (KMO=.908)			4.225	70.418		.915	
	CR9	.886			.826		
	CR8	.870			.805		
	CR6	.863			.794		
	CR5	.846			.771		
	CR7	.808			.724		
	CR4	.755			.659		
	CR1	.689	Deleted				
	CR2	.685	Deleted				
	CR3	.672	Deleted				

Source: Original study

4.1.3.3 Perceived Quality

There are total twenty-five items in this construct using to explain the Perceived Quality, which are listed in table 4.7. Those items were divided into three Sub variables.

In general, the KMO value for all factors in each construct is 0.9348, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.7.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5. Three items are lower 0.7, which was deleted (PQ15, PQ21). Cronbach's $\alpha = 0.932$, Eigen value = 8.254 for Sub variable one (PQ3, PQ6, PQ4, PQ16, PQ24, PQ5, PQ7, PQ1, PQ25, PQ22, PQ2, PQ14, PQ23), Cronbach's $\alpha = 0.938$, Eigen value = 4.618 for sub variable two (PQ9, PQ10, PQ8, PQ11, PQ13, PQ12). Cronbach's $\alpha = 0.868$, Eigen value = 3.050 for Sub variable three (PQ18, PQ19, PQ17, PQ20). Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total twenty-five items were selected for further analysis.

Table 4.7 Results of Factor Analysis and Reliability Tests on Perceived Quality

Construct	Item	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
Perceived Quality (KMO=.934)	Sub variable 1		8.254	33.018		.932
	PQ3	.783			.706	
	PQ6	.762			.715	
	PQ4	.757			.704	

Table 4.7 Results of Factor Analysis and Reliability Tests on Perceived Quality (continues)

Construct	Item	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha	
Perceived Quality (KMO=.934)	Sub variable 1		8.254	33.018		.932	
	PQ16	.752			.728		
	PQ24	.751			.729		
	PQ5	.748			.709		
	PQ7	.736			.699		
	PQ1	.734			.645		
	PQ25	.726			.711		
	PQ22	.714			.707		
	PQ2	.704			.630		
	PQ14	.700			.687		
	PQ23	.700			.690		
	PQ15	.690	Deleted				
	PQ21	.686	Deleted				
	Sub variable 2			4.618	51.490		.938
	PQ9	.890				.831	
	PQ10	.879				.816	
	PQ8	.879				.820	
	PQ11	.872				.828	
	PQ13	.858				.813	
	PQ12	.834				.781	
	Sub variable 3			3.050	63.691		0.868
	PQ18	.832				.746	
	PQ19	.796				.724	
	PQ17	.783				.745	
PQ20	.756				.658		

Source: Original study

4.1.3.4 Perceived Value

There are total eight items in this construct using to explain the perceived value, which are listed in table 4.8.

In general, the KMO value for all factors in each construct is 0.875, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant. All items have factor loadings higher than 0.7. Between each item, item PV8 has the highest Factor loading is 0.805, which indicates the highest relation to construct perceived value. Two items are lower 0.7, which was deleted (PV2, PV6). Besides, construct's Eigen value is 4.225 higher than 1. Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of Cronbach's coefficient alpha $\alpha = 0.864$. Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total six items were selected for further analysis.

Table 4.8 Results of Factor Analysis and Reliability Tests on Perceived Value

Construct	Item	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha	
Perceived value (KMO=0.875)			3.572	59.534		.864	
	PV8	.805			.698		
	PV3	.796			.686		
	PV5	.785			.673		
	PV4	.772			.661		
	PV1	.746			.628		
	PV7	.722			.601		
	PV2	.680	Deleted				
	PV6	.690	Deleted				

Source: Original study

4.1.3.5 Price

There are total six items in this construct using to explain the price, which are listed in table 4.9.

In general, the KMO value for all factors in each construct is 0.856, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant. All items have factor loadings higher than 0.7. Between each item, item PR4 has the highest Factor loading is 0.856, which indicates the highest relation to construct Price. item PR1 is lower 0.7, which was deleted. Besides, construct's Eigen value is 3.372 higher than 1. Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's coefficient alpha $\alpha = 0.862$,

Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total five items were selected for further analysis.

Table 4.9 Results of Factor Analysis and Reliability Tests on Price

Construct	Item	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
Price (KMO=0.856)			3.372	56.197		.862
	PR4	.856			.749	
	PR3	.847			.735	
	PR5	.793			.671	
	PR6	.786			.659	
	PR2	.729			.587	
	PR1	.438	Deleted			

Source: Original study

4.1.3.6 Purchase Intention

There are total eight items in this construct using to explain the purchase intention, which are listed in table 4.10.

In general, the KMO value for all factors in each Construct is 0.817, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant. All items have factor loadings higher than 0.7. Between each item, item PI3 has the highest Factor loading is 0.789, which indicates the highest relation to construct purchase intention. item PR4 is lower 0.7, which was deleted. Besides, construct's Eigen value is 2.781 higher than 1. Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha $\alpha = 0.800$,

Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total five items were selected for further analysis.

Table 4.10 Results of Factor Analysis and Reliability Tests on Purchase Intention

Construct	Item	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
Purchase Intention (KMO=0.817)			2.781	55.630		.800
	PI3	.789			.638	
	PI2	.762			.603	
	PI1	.740			.572	
	PI6	.720			.551	
	PI5	.716			.546	
	PI4			Deleted		

Source: Original study

4.2 Independent Sample T-test

The aim of this part is to identify the differences between male and female into six constructs. The independent sample t-test used to compare means for male's group and female's group on their perception of brand awareness, customer review, perceived value, perceived quality, price and purchase intention in this study. According to the conclusion of Hair et al., (2006) about t-test, the significant results were p-values no more than 0.05, and t- value could not be lower than 1.98.

The results of independent t-test were present in Table 4.11. It showed that female respondents have higher the mean score in brand awareness, customer review, perceived value and purchase intention, while male respondents have higher the mean score in Perceived Quality and Price. In addition, t-test results indicated that there are differences between male and female in Customer Review (T-value = 2.762, P-value < 0.05). There are not differences between male and female in other construct.

Table 4.11 The T-test results Comparing Brand Awareness, Customer Review, Perceived Quality, Perceived Value, Price and Purchase Intention.

Mean	Male	Female	T-value	P-value	Different between group
	Employees	Employees			
	N=235	N=202			
Brand Awareness	4.1600	4.1604	-1.467	.026	NS
Customer review	4.1596	4.2355	2.762	.001	Female>Male
Perceived quality	4.2566	4.2003	2.444	.646	NS
Perceived value	4.1986	4.1889	-.381	.000	NS
Price	3.5396	3.5356	.326	.767	NS
Purchase intention	4.2826	4.2921	.185	.468	NS

*p<.05, **p<.01, ***p<.001

Source: Original study

4.3 One-way Analysis of Variance (ANOVA)

To compare the dissimilar of the dimensions' mean score based on respondent's ages, income and job, the One-way ANOVA was conducted. This technique is used to studies involving two or more groups. With the aim of gaining further understanding, one-way ANOVA was performed so as to find the significant difference of brand awareness, customer review, perceived quality, perceived value, price and purchase intention among each group. The one-way ANOVA produces an one-way analysis of variance of a quantitative dependent variable by a single factor as known as independent variable.

4.3.1 Age of Respondents

There is no significant difference in brand awareness, perceived quality, perceived value, price and purchase intention while only customer review is significant among different age of respondents. It has from the highest to the lowest follow the Table 4.12: From 18 to 25: (2) > From 36 to 45 (4) > From 26 to 35 (3) > Under 18 (1)

Table 4.12 Results of the Difference of the Four Constructs Among Group of Age Levels

Variable	(1)	(2)	(3)	(4)	(5)	F-value	p-value	Scheffe
BA	4.2407	4.1180	4.1537	4.2739	3.9429	1.112	.350	N.S
CR	4.0279	4.3722	4.0397	4.3225	3.5952	3.882	.004	(2) > (4) > (3) > (1)
PQ	3.8258	3.7813	3.7809	3.7541	3.5943	4.126	.858	N.S
PV	4.4746	4.1479	4.1327	4.2572	3.8810	.330	.003	N.S
PR	3.5932	3.5640	3.5320	3.4304	3.2286	.803	.524	N.S
PI	4.4305	4.2551	4.2463	4.3739	4.1714	1.816	.125	N.S

*p<.05, **p<.01, ***p<.001; BA= Brand Awareness; CR= Customer Review; PQ= Perceived Quality; PV= Perceived Value; PR= Price; PI= Purchase Intention; (1)= Under 18; (2)= From 18 to 25; (3)= From 26 to 35 (4)= From 36 to 45; (5)= Over 45

Source: Original study

4.3.2 Income of Respondents

There is no significant difference in brand awareness, customer review, perceived quality, perceived value and purchase intention while only Price is significant among different Income of Respondents. It has from the highest to the lowest follow the Table 4.11: Under 300 USD (1) > From 300 USD to under 600 USD (2) > From 600 USD to under 900 USD (3).

Table 4.13 Results of the Difference of the Four Constructs Among Group of Income Levels

Variable	(1)	(2)	(3)	(4)	F-value	p-value	Scheffe
<i>Brand Awareness</i>	4.1486	4.1886	4.1642	4.0320	.507	.678	N.S
Customer review	4.1239	4.0884	4.1572	3.8533	1.010	.388	N.S
Perceived quality	3.7800	3.7877	3.7653	3.8157	.071	.976	N.S
Perceived value	4.2950	4.1572	4.1619	3.9667	2.623	.050	N.S
Price	3.6405	3.5284	3.4208	3.4400	2.421	.005	(1)>(2)>(3)
Purchase intention	4.3276	4.2405	4.3283	4.1680	1.288	.278	N.S

*p<.05, **p<.01, ***p<.001; BA= Brand Awareness; CR= Customer Review; PQ= Perceived Quality; PV= Perceived Value; PR= Price; PI= Purchase Intention; (1)= Under 300 USD; (2)= From 300 USD to under 600 USD; (3)= From 600 USD to under 900 USD; (4)= Over 900 USD

Source: Original study

4.3.3 Job of Respondents

There is no significant difference in brand awareness, customer review, perceived quality, perceived value, price and purchase intention among different job levels.

Table 4.14 Results of the Difference of the Four Constructs Among Group of Job Levels

Variable	Student (1)	Employee (2)	Self-employee (3)	F-value	p-value	Scheffe
<i>Brand Awareness</i>	4.1754	4.2073	4.0918	1.452	.235	N.S
Customer review	4.1474	4.1040	4.0587	.407	.666	N.S
Perceived quality	3.7975	3.7992	3.7456	.447	.640	N.S
Perceived value	4.2812	4.1960	4.1115	2.474	.085	N.S
Price	3.5538	3.5224	3.5408	.078	.925	N.S
Purchase intention	4.3077	4.2788	4.2775	.137	.872	N.S

*p<.05, **p<.01, ***p<.001; (1)= Student; (2)= Employee; (3)= Self-employee

Source: Original study

4.4 Relationships Among Constructs

4.4.1 Pearson Correlation Analysis

To test the hypotheses, data analyses were performed using SPSS, version 20. Descriptive statistics and bivariate correlations among the variables under study are shown in the Table 4.15

The highest mean was for Purchase Intention (4.2780) with a standard deviation of .5374, while the lowest mean was Price (3.5378) with .6845 of standard deviation. The correlation coefficients shows the bivariate relationships among the variables. Correlation showed that Brand Awareness significantly correlated with Purchase Intention ($r = .444$, $p < 0.01$), also

significantly correlated with Customer Review ($r = .520$, $p < 0.01$) supporting H1, H2, respectively. Moreover, Customer Review ($r = .493$, $p < 0.01$), Perceived Quality and ($r = .411$, $p < 0.01$), Perceived Value ($r = .481$, $p < 0.01$) and Price ($r = .112$, $p < 0.01$) significantly correlated with Purchase Intention. Therefore, H3, H4, H6 and H7 are supported, the results were illustrated in the Table 5.1.

Table 4.15 Descriptive Statistics and Bivariate Correlations of the Variables

Variables	Mean	Std. Dev	PI	BA	CR	PQ	PV	PR
PI	4.2870	.5374	1					
BA	4.1602	.6058	.444***	1				
CR	4.1022	.8102	.493***	.520***	1			
PQ	3.7813	.5462	.411***	.333***	.292***	1		
PV	4.1941	.6339	.481***	.556***	.717***	.293***	1	
PR	3.5378	.6845	.112*	.131*	.126*	.058*	.110*	1

* $p < .05$, ** $p < .01$, *** $p < .001$; PI= Purchase Intention; BA= Brand Awareness; CR= Customer Review; PQ= Perceived Quality; PV= Perceived Value; PR= Price

Source: Original study

4.4.2 The Mediating Effect of Customer Review

According to table 4.16:

Model 1 tested Hypothesis 1: Brand awareness (independent variable) has a positive effect on customer review (mediator variable). The result show that that Brand awareness is significant and positively affected to customer review ($\beta = 0.51$, $p < 0.001$). therefore, H1 is supported.

Model 2 tested Hypothesis 2: Brand awareness has a positive effect on purchase intention and Hypothesis 3: Customer review has a significant influence on purchase intention. The result show that brand awareness is significant and positively affected to Purchase Intention ($\beta = 0.444$, $p < 0.001$).

Customer review is significant and positively affected to Purchase Intention ($\beta=0.493$, $p<0.001$). Therefore, H2 and H3 are supported

In model 3, brand awareness and customer review regressed with purchase Intention ($\beta=0.260$, $p<0.001$; $\beta=0.360$, $p<0.001$). The results showed that R-square = 0.293 and the adjusted R-square is 0.29, meaning that 29% of the variance in purchase intention can be predicted from brand awareness and customer review. F-value equals 89.895 ($p\text{-value} < 0.001$) is significant. We don't need to worry about multicollinearity because max VIF is 1.351.

According to the results, the beta value of brand awareness is reduced from 0.444 to 0.260, and both brand awareness and customer review are significantly related to purchase intention. Therefore, Customer review provides a partial mediation effect on the relationship Brand Awareness and Purchase Intention.

Table 4.16 Mediation Test of Customer Review between Brand Awareness and Purchase Intention.

Variables	Model 1	Model 2		Model 3
	CR	PI	PI	PI
BA	.510***		.444***	.260***
CR		.493***		.360***
R ²	0.26	0.243	0.197	0.293
Adj-R ²	0.258	0.241	0.195	0.29
F-value	152.584	139.41	106.726	89.895
P-value	0	0	0	0
D-W	1.557	1.983	1.889	1.984
Max VIF	1	1	1	1.351

* $p<0.05$, ** $p<0.01$, *** $p<0.001$; PQ= Perceived Quality; PR= Price PI= Purchase Intention

Source: Original study

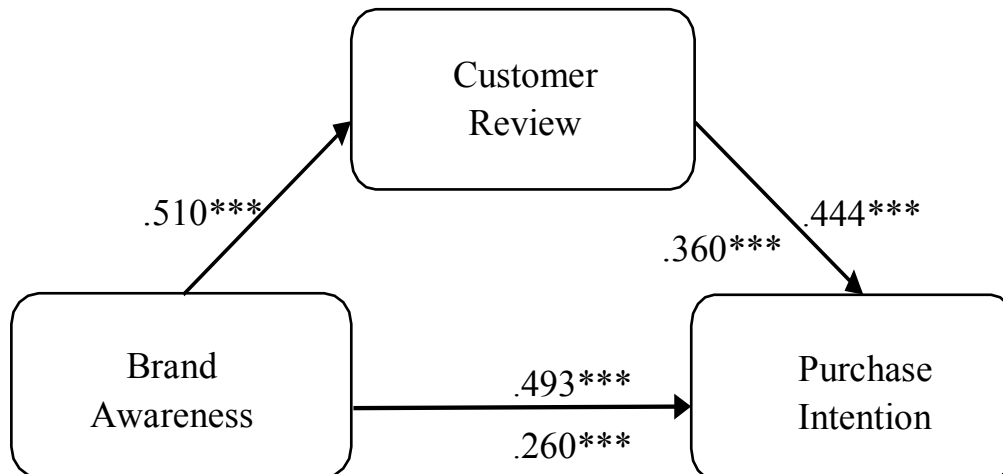


Figure 4.3 Mediating Effect of Customer Review between Brand Awareness and Purchase Intention (***) $p < .001$)

Source: Original study

4.4.3 The Moderating Effect of perceived Value

According to table 4.17:

Model 1 tested Hypothesis 2: Brand awareness has a positive effect on purchase intention. The result show that brand awareness is significant and positively affected to purchase intention ($\beta=0.444$, $p < 0.001$). Therefore, H2 is supported.

Model 2 tested Hypothesis 4: Perceived value will positively affect to Purchase intention. The result show that that perceived value is significant and positively affected to purchase intention ($\beta=481$, $p < 0.001$). Therefore, H4 is supported.

As shown in model 3 in the table 4.17, the result showed that both independent variables (brand awareness, $\beta=0.256$, $p < 0.001$) and moderating variables (perceived value, $\beta=0.338$, $p < 0.001$) are significantly affected to dependent variable (purchase intention) respectively.

In addition, the result in Model 4 revealed the interaction effect ($R^2=0.292$, $\beta= -0.157$, $p < 0.001$) of brand awareness and perceived value is

significant to purchase intention. This meant that perceived value is a moderator in the relationship between brand awareness and purchase intention.

Table 4.17 Moderation Test of Perceived Value between Brand Awareness and Purchase Intention.

BA-PV-PI	Model 1	Model 2	Model 3	Model 4
	PI	PI	PI	PI
Independent Variable				
BA	.444 ^{***}		.256 ^{***}	.185 ^{**}
Moderating Variable				
PV		.481 ^{***}	.338 ^{***}	.308 ^{***}
Interaction Variable				
BA*PV				(-.157) ^{***}
N	437	437	437	437
Max VIF	1	1	1.448	1.754
F-value	106.706	130.585	82.728	59.657
R ²	0.197	0.231	0.276	0.292
Adj. R ²	0.195	0.229	0.273	0.287

*p<.05, **p<.01, ***p<.001; PQ= Perceived Quality; PR= Price PI= Purchase Intention

Source: Original study

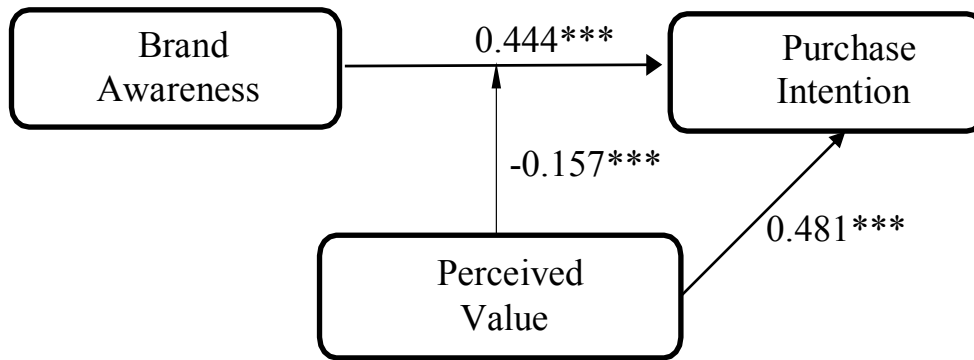


Figure 4.4 Moderating effect of Perceived Value between Brand Awareness and Purchase Intention (**p<.001)

Source: Original study

4.4.4 The Moderating Effect of Price

According to table 4.18:

Model 1 tested Hypothesis 6: Perceived quality has a significant influence on purchase intention. The result show that perceived quality is significant and positively affected to Purchase Intention ($\beta=0.411$, $p<0.001$). Therefore, H6 is supported.

Model 2 tested Hypothesis 7: Price has a significant influence on purchase intention. The result show that that Price is significant and positively affected to Purchase Intention ($\beta=0.112$, $p<0.05$). therefore, H7 is supported.

As shown in model 3 in the table 4.18, the result showed that both independent variables (Perceived Quality, $\beta=0.406$, $p<0.001$) and moderating variables (Price, $\beta=0.88$, $p<0.05$) are significantly affected to dependent variable (purchase intention) respectively.

In addition, the result in Model 4 revealed the interaction effect ($R^2=0.181$, $\beta= -0.066$, $p>0.05$) of perceived quality and price is not significant to Purchase Intention. This meant that Price is not a moderator in the relationship between perceived quality and purchase intention.

Table 4.18 Moderation Test of Price between Perceived Quality and Purchase Intention.

	Model 1	Model 2	Model 3	Model 4
	PI	PI	PI	PI
Independent Variable				
PQ	.411 ^{***}		.406 ^{***}	.411 ^{***}
Moderating Variable				
PR		.112 [*]	.088 [*]	.096 [*]
Interaction Variable				
PQ*PR				-0.066
N	437	437	437	437
Max VIF	1	1	1.003	1.02
F-value	88.556	5.478	46.631	31.93
R ²	0.169	0.012	0.177	0.181
Adj. R ²	0.167	0.01	0.173	0.175

*p<.05, **p<.01, ***p<.001; PQ= Perceived Quality; PR= Price PI= Purchase Intention

Source: Original study

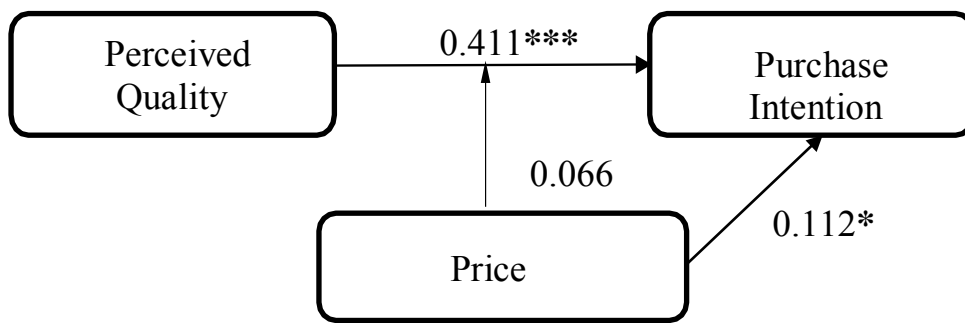


Figure 4.5 Moderating effect of Price Between Perceived Quality and Purchase Intention (**p<.001)

Source: Original study



CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

5.1 Research Conclusion

Table 5.1 The Results of the Testing Hypotheses

Hypotheses		Results
H ₁	Brand awareness has a positive effect on customer review.	Support
H ₂	Brand awareness has a positive effect on purchase intention.	Support
H ₃	Customer review has positive effect on purchase intention	Support
H ₄	Perceived value will positively affect to Purchase intention	Support
H ₅	Perceived value moderates when brand awareness in a relationship with purchase intention.	Support
H ₆	Perceived quality has a positive effect on purchase intention.	Support
H ₇	Price has a positive effect on purchase intention	Support
H ₈	Price moderates when perceived quality in a relationship with purchase intention.	Not Support

Source: Original study

The study aims to assess the factors that influence the intention to purchase smartphones in Vietnam. Specifically, the relationship of brand awareness factors, customer review, perceived quality, perceived value, price and purchase intention of smartphones are taken into consideration. The study also tested the mediation effects of customer review and the mediating roles of

perceived value while brand awareness in relation with purchase intention and examines the moderating roles of price on the influence of perceived quality on purchase intention. Data was gathered from 437 respondents of Vietnam. Eight hypotheses were presented to test the relationship between the independent variables: Brand awareness, customer review, perceived quality, perceived value, price and purchase intention of smartphone.

This study confirmed that Customer review was significantly and positively related to purchase intention of smartphone. Thus, the third hypothesis (H3) is supported. This finding has been belonged to several previous studies' results. The results are also in line with Farzana (2012), that customers always look for advice or positive feedback on the product they intend to buy. The finding showed that there was a significant and positive relationship between Brand Awareness and purchase intention. Hypothesis 2 is also supported. This result is consistent with the findings in previous studies which had suggested a positive relationship between Brand Awareness and purchase intention. (Shah et al., 2012; Anosh, Naqvi & Ghulam, 2014; Shahzad & Sobia (2013). So based on the researches, the brand awareness and customer review are the main factor significantly affected the purchase intention of Smartphone.

This study also found that the customer review is the significant mediation in the relation between brand awareness and purchase value. After testing hypothesis 1, hypothesis 2 and hypothesis 3. This result showed that customer review provides a partial mediation effect on the relationship brand awareness and purchase intention. The fact, based on Idrees et al. (2015), this study confirmed that brand aware directly influences customer review, customers use the information of product that they got in the past to share with others, positive behaviors such as word of mouth about the good brand, influence a person's point of view and purchase intention.

The fourth hypothesis is perceived value will positively affect to Purchase Intention and the Fifth hypothesis state that perceived value moderates when brand awareness in a relationship with purchase intention. The results also support the hypotheses. Moulins and Roux (2008) proposed that value from product helps to connect customers with the brand. When customers feel the symbolic value from the brand, customers want to own the brand.

The six hypothesis is perceived quality has a positive effect on purchase intention. and the seventh hypothesis is Price has a positive effect on purchase intention. These results also support the hypotheses which are the same standpoint with Keller et al. (2003) and Munnukka (2008). Cronley et al. (2005) suggested that When customers choose a product or service, the price of the product or service is always interested consumers. However, our study shows different results, the study found that Price is not a moderator in the relationship between perceived quality and purchase intention. For smartphones, when the customer is attracted by the quality of the product. A possible explanation for this result is that the price factor does not significantly affect the intention to purchase the product.

5.2 Research Discussions and Implications

Research makes sense for smartphone manufactures. The results of the study show that when consumers want to buy smart phones, consumers can identify the brand they want. Products with well-known brands will attract buyers and customers will tend to buy those higher. Therefore, manufacturers should invest in the factors that influence their buying intentions such as brand awareness, customer rating, price, perceived value and perceived quality. From that can build customer loyalty.

When customers intend to buy smartphones, customers often consult people around. Thus, the opinion of people contributes very important to the

purchase. Therefore, the company should have good sales and service policies after the sale, to create satisfaction, which will create positive word of mouth for the company, will have more new customers. Moreover, there should be special incentives for smartphone buyers if they introduce new smartphone buyers. In particular, building reasonable programs for group clients such as family members who buy a smartphone from a company, get a memory card, software package or get a discount.

Using a smartphone in addition to calling, messaging, the customer can easily access the internet and have applications that people like gmail, skype... In addition, through research results, the study see customers often compare prices between carriers, the store before choosing to buy smart phones. Because choosing the right smartphone for everyone is never easy. So, in addition to the product features are already listed that users are easy to find, users are also trying to find a good quality product brand, good conduct, reasonable price. Therefore, smartphone vendors need to upgrade the features of smart phones, both hardware and software, such as higher screen resolutions, faster operating systems, and lighter design. ... but kept at reasonable prices. In particular, have a good warranty. At the same time, companies should organize product trial programs so that customers can get more experience about the features of the product. Thus, their buying intent will be higher.

5.3 Research Limitations

The study has limitations. The study is based on a small sample size of 437 respondents. A bigger, more representative sample could lead to more robust results. This research uses only five independent variables, a mediator and two moderators to understand the smartphone purchase intentions of Vietnam, there could be other factors that influence smartphone purchasing intentions of the Vietnam's consumer.

Quantitative research, conducted the survey with the use of smart phones. Although, have tried very hard to convince the respondent, but inevitably the phenomenon of dishonest respondents, not objective.



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APPENDIX I ENGLISH QUESTIONNAIRE

ENGLISH QUESTIONNAIRE

**The study of the influence among brand awareness, customer review,
perceived value, perceived quality and price on purchase intention**

– An example of Vietnam

Dear participants,

Thank you for agreeing to participate in this survey. The survey was conducted by the Faculty of Business Administration at Nanhua University, Taiwan. This survey collected data from Vietnamese consumers.

The data collected will be used to develop a research model of the influence of "brand awareness" factors on the purchase intent of Vietnamese consumers. This is based entirely on opinions and there are no right and wrong answers.

All answers provided in this survey will be kept confidential. No identification information is available to the public, individual or organization. Survey data will only be reported for the purpose of this study.

This survey will take about 15 minutes to complete.

Thanks again for your support in my survey !

Contact:

Nguyen Huu Hoang

Email: huhuhoang.hau@gmail.com

Demographic data

Please tick on the box which best describe the respondent.

Gender:

- Male
- Female

Age:

- Under 18
- From 18 to 25
- From 26 to 35
- From 36 to 45
- Over 45

Job:

- Student
- Employee
- Self-employee
- Others

Income:

- Under 300 USD
- From 300 USD to under 600 USD
- From 600 USD to under 900 USD
- Over 900 USD

Have you ever bought a smartphone before ?

- Yes No

What is your current smartphone's brand ?

Your answer:



Survey

Tick one box for each question. From 1 to 5 are equivalent to Strongly disagree to Strongly agree:

Questions		Level of Agreement				
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Brand Awareness						
1	I can identify the smartphone brand through its name.	1	2	3	4	5
2	I can identify the smartphone brand through its image.	1	2	3	4	5
3	Brand's images are one aspect attracting me when I buy smartphone.	1	2	3	4	5
4	I buy this smartphone because of its brand name.	1	2	3	4	5
5	It is easy to identify the brand because of the internationally recognized brand.	1	2	3	4	5
6	It is easy to identify the smartphone because of its logos.	1	2	3	4	5
7	I usually choose the most advertised smartphone brands.	1	2	3	4	5
Customer Review						

1	Good review of a smartphone is important for me while making my purchase decision.	1	2	3	4	5
2	I decided to choose a smartphone because of its great online reviews in the past.	1	2	3	4	5
3	Positive reviews provide me with more information about the smartphone than negative ones.	1	2	3	4	5
4	I previously reviewed the quality of smartphone online.	1	2	3	4	5
5	My friends and family think that we should use the same smartphone brand.	1	2	3	4	5
6	My friends and family affected my purchase decision.	1	2	3	4	5
7	People around me stimulate the use of my smartphone.	1	2	3	4	5
8	I bought this smartphone because of my idol.	1	2	3	4	5
9	I bought this smartphone because many celebrities using it.	1	2	3	4	5
Perceived Quality						
1	I prefer the latest smartphone.	1	2	3	4	5
2	I prefer the best water resistant smartphone.	1	2	3	4	5
3	I prefer the smartphone has the best security features.	1	2	3	4	5
4	I prefer the smartphone has the best photos taken.	1	2	3	4	5
5	I prefer a smartphone has application store with the variety of apps.	1	2	3	4	5
6	I will buy a smartphone equipped camera with more	1	2	3	4	5

	megapixels.					
7	I love a smartphone with high quality sound system.	1	2	3	4	5
8	I prefer a smartphone can connect with other devices.	1	2	3	4	5
9	I prefer a smartphone has big storage space.	1	2	3	4	5
10	I prefer a smartphone based on its shape and sizes.	1	2	3	4	5
11	I prefer the smartphone with good warranty policy when it has problems.	1	2	3	4	5
12	I like accessories, spare parts of the smartphone are available in store or service center.	1	2	3	4	5
13	Replacement prices of damaged parts is reasonable.	1	2	3	4	5
14	I prefer the smartphone has good customer services.	1	2	3	4	5
15	I prefer the stylish smartphone with the smart interface.	1	2	3	4	5
16	I prefer the smartphone has the latest technology and features.	1	2	3	4	5
17	I buy a smartphone because of its unique design and easy identification.	1	2	3	4	5
18	I attracted by smartphone brand image.	1	2	3	4	5
19	I am using the smartphone has the color matches its design.	1	2	3	4	5
20	I prefer the smartphone has eye-catching accessories and widely used.	1	2	3	4	5

2 1	Smartphone has style suits me. (meet the customers 'demands).	1	2	3	4	5
2 2	I will accept a product if its design specifications related to the numbers customers want.	1	2	3	4	5
2 3	I always wants to buy a product having long durable time.	1	2	3	4	5
2 4	I always choose a product having reputation.	1	2	3	4	5
2 5	The visual appearance of products determines my response and product success.	1	2	3	4	5
Perceived Value						
1	The smartphone help me in building my personal brand.	1	2	3	4	5
2	I feel positively when I use this smartphone.	1	2	3	4	5
3	I impress other people with my smartphone.	1	2	3	4	5
4	My personal brand is higher than other people when I use this smartphone.	1	2	3	4	5
5	The price of this smartphone is reasonable.	1	2	3	4	5
6	The smartphone qualifies as its price.	1	2	3	4	5
7	This Smartphone is economical.	1	2	3	4	5
8	The cost of purchasing this smartphone is burdensome to me.	1	2	3	4	5
Price						
1	I prefer buying a smartphone at a low price. (I buy this smartphone because it is cheap).	1	2	3	4	5
2	I will compare the prices of different smartphones before I purchase one.	1	2	3	4	5

3	I consider about the price of the smartphone when I buy it.	1	2	3	4	5
4	I think the price is an important factor in evaluating the quality of a smartphone.	1	2	3	4	5
5	I don't care about the price of the smartphone when I decide to buy it.	1	2	3	4	5
6	I choose a higher priced smartphone with the same features.	1	2	3	4	5
Purchase Intention						
1	I will buy a smartphone soon.	1	2	3	4	5
2	I will consider the brand of the smartphone before I purchase it.	1	2	3	4	5
3	I search for information about a smartphone from family, friends and on the internet.	1	2	3	4	5
4	I always talk with my family and friends about smartphones regularly.	1	2	3	4	5
5	I will consider the price of smartphones before I purchase it.	1	2	3	4	5
6	I will consider the feature of smartphones before I purchase them.	1	2	3	4	5

THANK FOR YOUR ANSWER!

APPENDIX II VIETNAMESE QUESTIONNAIRE

VIETNAMESE QUESTIONNAIRE

Nghiên cứu sự ảnh hưởng của nhận thức thương hiệu, đánh giá của khách hàng, giá trị theo cảm nhận, chất lượng theo cảm nhận và giá cả đến ý định mua hàng của người tiêu dùng tại Việt Nam đối với điện thoại thông minh.

Kính gửi những người tham gia,

Cảm ơn bạn đã đồng ý tham gia cuộc khảo sát này. Cuộc khảo sát được thực hiện bởi Khoa Quản trị Kinh doanh tại Đại học Nanhua, Đài Loan. Cuộc khảo sát này thu thập dữ liệu từ người tiêu dùng Việt Nam.

Dữ liệu thu thập được sẽ được sử dụng để phát triển một mô hình nghiên cứu về sự ảnh hưởng của các yếu tố "nhận thức về thương hiệuđến ý định mua hàng của người tiêu dùng Việt Nam. Những câu hỏi này hoàn toàn dựa trên ý kiến và không có câu trả lời đúng sai.

Tất cả các câu trả lời được cung cấp trong bản khảo sát này sẽ được giữ bí mật. Không có thông tin nhận dạng nào được cung cấp cho công chúng, cá nhân hay tổ chức. Dữ liệu khảo sát sẽ chỉ được báo cáo cho mục đích của nghiên cứu này.

Bản khảo sát này sẽ mất khoảng 15 phút để hoàn thành.

Một lần nữa cảm ơn sự hỗ trợ của bạn trong cuộc khảo sát của tôi.

Liên hệ:

Nguyễn Hữu Hoàng

email: huuhoang.hau@gmail.com

Thông tin cá nhân

Chọn một câu trả lời đúng với bản thân nhất.

Giới tính:

- Nam
- Nữ

Độ tuổi:

- Under 18 Dưới 18 tuổi
- From 18 to 25 Từ 18 đến 25 tuổi
- From 26 to 35 Từ 26 đến 35 tuổi
- From 36 to 45 Từ 36 đến 45 tuổi
- Over 45 Trên 45 Tuổi

Nghề nghiệp:

- Học sinh/Sinh viên
- Công nhân viên
- Lao động tự do
- Nghề nghiệp khác

Thu nhập:

- Dưới 300 USD
- Từ 300 USD đến dưới 600 USD
- Từ 600 USD đến dưới 900 USD
- Trên 900 USD

Bạn đã từng mua điện thoại thông minh chưa ?

- Đã từng Chưa từng

Thương hiệu điện thoại thông minh bạn đang sử dụng là gì ?

Trả lời:

Khảo sát

Chọn một câu trả lời cho mỗi câu hỏi. Từ 1 đến 5 tương ứng với Hoàn toàn phản đối đến Hoàn toàn đồng ý:

Câu hỏi	Câu trả lời					
	Hoàn toàn phản đối	Phản đối	nhận đối	Đồng ý	Hoàn toàn đồng ý	
Nhận thức thương hiệu của khách hàng						
1	Tôi có thể phân biệt thương hiệu điện thoại thông minh thông qua tên của sản phẩm	1	2	3	4	5
2	Tôi có thể phân biệt thương hiệu điện thoại thông minh thông qua hình ảnh của sản phẩm	1	2	3	4	5
3	Hình ảnh thương hiệu là một điểm thu hút đối với tôi khi mua điện thoại thông minh.	1	2	3	4	5
4	Tôi mua điện thoại thông minh này vì thương hiệu của sản phẩm	1	2	3	4	5
5	Tôi dễ dàng xác định thương hiệu của điện thoại thông minh vì thương hiệu của sản phẩm đã được quốc tế công nhận.	1	2	3	4	5
6	Tôi dễ dàng nhận biết điện thoại thông minh thông qua logo của sản phẩm	1	2	3	4	5
7	Tôi thường chọn các thương hiệu điện thoại thông minh được quảng cáo nhiều nhất	1	2	3	4	5

Đánh giá của khách hàng						
1	Đánh giá trực tuyến tốt về điện thoại thông minh là quan trọng đối với tôi khi đưa ra quyết định mua hàng của tôi	1	2	3	4	5
2	Trong quá khứ, tôi đã quyết định chọn điện thoại thông minh này vì các đánh giá trực tuyến tuyệt vời về sản phẩm	1	2	3	4	5
3	Các đánh giá tích cực cung cấp cho tôi nhiều thông tin hơn về điện thoại thông minh so với các đánh giá tiêu cực.	1	2	3	4	5
4	Trong quá khứ, tôi đã đưa ra đánh giá hoặc đánh giá trực tuyến đối với điện thoại thông minh.	1	2	3	4	5
5	Bạn bè, gia đình tôi nghĩ rằng tất cả chúng ta nên sử dụng cùng một thương hiệu điện thoại thông minh	1	2	3	4	5
6	Bạn bè, gia đình tôi đã ảnh hưởng đến việc mua điện thoại thông minh của tôi	1	2	3	4	5
7	Những người xung quanh tôi kích thích việc sử dụng điện thoại thông minh của tôi.	1	2	3	4	5
8	Tôi mua chiếc điện thoại thông minh này vì thân tượng của tôi	1	2	3	4	5
9	Tôi mua điện thoại thông minh này với nhiều người nổi tiếng sử dụng chúng	1	2	3	4	5
Chất lượng theo cảm nhận của khách hàng						
1	Tôi thích Điện thoại thông minh được trang bị các tính năng mới nhất hiện nay	1	2	3	4	5
2	Tôi thích điện thoại thông minh có khả năng chống nước tốt nhất hiện nay	1	2	3	4	5
3	Tôi thích điện thoại thông minh có các tính năng bảo	1	2	3	4	5

	mật tốt nhất hiện nay					
4	Tôi thích điện thoại thông minh có tính năng chụp ảnh tốt nhất hiện nay	1	2	3	4	5
5	Tôi thích một chiếc điện thoại thông minh có cửa hàng ứng dụng phong phú hơn so với xu hướng hiện tại	1	2	3	4	5
6	Tôi sẽ mua một chiếc điện thoại thông minh được trang bị máy ảnh với nhiều megapixel hơn.	1	2	3	4	5
7	Tôi yêu một chiếc điện thoại thông minh được trang bị hệ thống âm thanh tốt.	1	2	3	4	5
8	Tôi thích điện thoại thông minh có thể kết nối với các thiết bị khác	1	2	3	4	5
9	Tôi thích một chiếc điện thoại thông minh có dung lượng lớn.	1	2	3	4	5
10	Tôi thích một chiếc điện thoại thông minh dựa trên hình dạng và kích cỡ của sản phẩm.	1	2	3	4	5
11	Tôi thích điện thoại có thời gian bảo hành nhanh chóng khi điện thoại gặp sự cố.	1	2	3	4	5
12	Tôi thích điện thoại thông minh có phụ kiện, phụ tùng có sẵn trong cửa hàng hoặc trung tâm dịch vụ	1	2	3	4	5
13	Giá thay thế của các bộ phận bị hư hỏng của điện thoại thông minh hợp lý.	1	2	3	4	5
14	Tôi thích điện thoại thông minh có nhiều dịch vụ hỗ trợ khách hàng.	1	2	3	4	5
15	Điện thoại thông minh có giao diện thông minh và thể hiện phong cách.	1	2	3	4	5
16	Tôi thích điện thoại thông minh được trang bị công nghệ và tính năng mới nhất.	1	2	3	4	5

1 7	Tôi đã mua một chiếc điện thoại thông minh vì thiết kế độc đáo và nổi bật của sản phẩm	1	2	3	4	5
1 8	Hình ảnh thương hiệu điện thoại thông minh thu hút tôi	1	2	3	4	5
1 9	Màu sắc của điện thoại thông minh mà tôi đang sử dụng phù hợp với thiết kế của nó	1	2	3	4	5
2 0	Tôi thích điện thoại thông minh đi kèm với các phụ kiện bắt mắt và được sử dụng rộng rãi.	1	2	3	4	5
2 1	Thiết kế của điện thoại thông minh phù hợp với tôi. (đáp ứng thị hiếu của nhiều loại khách hàng)	1	2	3	4	5
2 2	Khách hàng sẽ chấp nhận một sản phẩm nếu thông số kỹ thuật được thiết kế giải thích chính xác những gì họ muốn.	1	2	3	4	5
2 3	Một khách hàng luôn muốn mua một sản phẩm có thời gian sử dụng lâu dài.	1	2	3	4	5
2 4	Một khách hàng luôn chọn một sản phẩm có khả năng phục vụ tốt và uy tín	1	2	3	4	5
2 5	Hình thức trực quan của sản phẩm là yếu tố quyết định quan trọng trong phản ứng của người tiêu dùng và thành công của sản phẩm	1	2	3	4	5
Giá trị theo cảm nhận của khách hàng						
1	Việc sử dụng điện thoại thông minh này giúp tôi xây dựng hình ảnh thương hiệu cá nhân trong xã hội.	1	2	3	4	5
2	Khi tôi sử dụng điện thoại thông minh này, tôi cảm thấy tích cực hơn.	1	2	3	4	5
3	Những người khác có ấn tượng tốt về tôi vì tôi sử dụng điện thoại thông minh này	1	2	3	4	5

4	khi tôi sử dụng điện thoại thông minh này, thương hiệu cá nhân của tôi cao hơn so với những người sử dụng điện thoại thông minh khác	1	2	3	4	5
5	Tôi cảm thấy điện thoại thông minh này có giá hợp lý.	1	2	3	4	5
6	Tôi cảm thấy điện thoại thông minh này là tốt so với giá cả.	1	2	3	4	5
7	Tôi cảm thấy mình tiết kiệm chi phí khi mua chiếc điện thoại này	1	2	3	4	5
8	Chi phí mua điện thoại thông minh này là một gánh nặng đối với tôi.	1	2	3	4	5
Giá cả						
1	Tôi thích mua một chiếc điện thoại thông minh ở mức giá thấp. (Tôi mua điện thoại thông minh này vì giá thấp)	1	2	3	4	5
2	Tôi sẽ so sánh giá của các thương hiệu điện thoại thông minh khác trước khi tôi mua sản phẩm	1	2	3	4	5
3	Tôi xem xét về giá của điện thoại thông minh khi tôi quyết định mua nó	1	2	3	4	5
4	Tôi nghĩ rằng giá cả là một yếu tố quan trọng trong việc đánh giá chất lượng của một điện thoại thông minh.	1	2	3	4	5
5	Tôi không quan tâm đến giá của điện thoại thông minh khi tôi quyết định mua sản phẩm.	1	2	3	4	5
6	Tôi lựa chọn mua điện thoại thông minh có giá cao hơn với cùng chất lượng so với các điện thoại thông minh khác	1	2	3	4	5
Ý định mua điện thoại thông minh						
1	Tôi sẽ mua một chiếc điện thoại thông minh trong tương lai gần.	1	2	3	4	5

2	Tôi sẽ xem xét thương hiệu của điện thoại thông minh trước khi tôi mua nó	1	2	3	4	5
3	Tôi tìm kiếm thông tin về điện thoại thông minh từ gia đình, bạn bè và trên internet.	1	2	3	4	5
4	Tôi thường xuyên nói chuyện với gia đình và bạn bè về điện thoại thông minh	1	2	3	4	5
5	Tôi sẽ xem xét giá của điện thoại thông minh trước khi tôi mua sản phẩm	1	2	3	4	5
6	Tôi sẽ xem xét tính năng sản phẩm của điện thoại thông minh trước khi mua sản phẩm	1	2	3	4	5

TRÂN TRỌNG CẢM ƠN!

