

Smart Phones and Brand Equity: a Study of Malaysian Consumer Buying Behavior

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Abstract

This research is conducted in Malaysia focusing on the university students who are getting fond of using the smartphones as a status symbol. The region for data collection is not the entire Malaysia but only the specific areas of Malaysia. In which the capital city Kuala Lumpur, Petaling Jaya and Subang are included. The respondents are the university students of Malaysia. Research sample has been chosen approximately 300 students by different universities. The mode of data collection is questionnaire. Questionnaire is consisted on 30 questions regarding to the independent and dependent variable both with each dimensions. Research is quantitative and after data collection, the analysis has been performed on SPSS. The entire statistical test performed on the collected data and researcher comes up with the conclusion that all the brand equity dimensions have positive and significant relationship with consumer buying behavior. All the customers are more concerned about the brands with which they are attached and they are going to buy. The most effective dimension of brand equity is perceived quality. The perceived quality of the brand is directly related to the level of satisfaction of the customers and for the repeating of the purchase, the actual quality of the band should be more or equal to the perceived quality of the customers. The recommendations for future research are based upon the cultural, social, personal and psychological perspectives.

Keywords: customer satisfaction, smart phones, brand equity, Malaysia

1. Introduction

To Gain the market share has become the foremost objective for those corporations who are working and provide their services in sales marketing of particular products. Though, to decide the accurate marketing strategies according to the stimulating environment is challenging due to various elements that have influence on customer purchasing decisions. [1] it is thus vital for the companies to recognize the customer values and their major preferences regarding the desired product, for example the quality as opposed to price, stages of services that provided, brand loyalty and distribution channels. This study explores customer behavior in a definite market zone. The quickly emerging importance of Smartphone has made a buzz in all over the world. Now-a- days, a large portion of the customers has willing to hold a Smartphone as it has become a status symbol and more advanced. The expanding advancement in cell telephone commercial ventures has carried this furor amid the general population on Smartphone. Now almost all the smart phones has a very advanced technology and easy to operate technology as for the maximum portion of Smartphone has high radar, amazing and enormous touch screens and high pixel cameras with a lot of elements and applications. For the furthestmost amount of persons who use applications for network searching, email, online networking, listening the music, reading news, enchanting notes, climate estimate and gatherings of different activities to perform on phones [2]. Mobiles have

become mini laptop for the students and randomly for all individuals who are using this technology. These mobile applications in Smartphone by have made individuals' life easier either in day by day life, at work or for enjoyment reason. [3] for kids, there are a junk of games. For teen agers a lot of applications, for work persons a lot of job related applications, the social websites and apps. It seems that the entire world is in your hand.

Subsequently, the industry of Smartphone has been rising each year with expanding improvements. From last quarter of 2015, the amount of Smartphone use calculated up to 1.23 billion, a 48 % [4] expansion from last quarter of 2015.

In the telecom industry, Malaysian smart phones' sale keep on rising and the sales recorded around 68% of customers microelectronic spend in the year 2015 and in the year 2017; it is estimated to achieve 42 million customers (Business Monitor International, 2014). It was accounted for that 86% of Malaysian own mobile phones [5]. It was accounted for that smart phones are the main portion of the international mobile phone industry anticipated that would extend in 2012 [6]. By Wire in 2016, general smart phones entrance remained around 48% by the end of Jan 2016. In Malaysia, according to the Statista report 2017, Huawei, Samsung and iPhone are considered the most well-known brand in Malaysia and the number of smart phone users will increase up to 20.96 million users by the end of 2018.

2. Literature Review

This research paper is purely related to the field of marketing. In marketing, two factors have been selected. Those variables are Brand equity and Consumer Buying Behavior. Both variables have their dimensions. Brand Awareness, Perceived Quality, Brand Loyalty, and Brand loyalty are the four dimensions of Brand Equity. Consumer buying Behavior has only one dimension, which is Willingness to buy.

Consumer buying behavior is a generally perceived well known term in the Malaysia. It represents up to 83% of all buys in convinced product classifications [7] and it has been proposed that buys of new product come about more from motivation buying than from earlier arranging. A recent report found that an expected 3.3 billion ringgit yearly store capacity was produced by motivation offers of things, for example, sweet and magazines (MCMC, 2012). Paco Underhill, creator of Why Researcher Buy: The Knowledge of Shopping in 2000 attests that numerous consumptions are being made on the principles of stores themselves as the customers offer into their driving forces. Moreover, by the growth of online shopping and advertising, the smart phones are ruling all over the world by revealing all its features on internet and attract the people to buy more and more and the trend to have a smart phone is a common practice now for elders, youngers and even for children. According to the brand equity, brand value and properties have a propensity to have the most convincing apparatuses inducing the consumer buying behavior amongst smart mobile brands. [8] studied undergrads to differentiate their favorite of their present smart phones.

[9] exhibited that convenience in the supreme basic elements of versatile choice, distinctive characteristics mainly segments, feel and price are diverse factors that has proposal on the high-quality of smart phones brand. In other study drove by [10, 11,12], worth, excellence and style of the phones confines as the most convincing components impacting the choice of cell phones. Furthermore, Ting selected four key components for example esteem, size/shape, new innovative components and brand name and analyzed their impression on customer buying behavior. By result, purchaser's quality new development highlights as the most crucial variable that affects customers' to go for another smart phones buying descion. Study on aspects that choose the superiority of brands of smart phones in Ghana, a state of Africa especially in Kumasi Capital. Suitably, the consequences of the study presented that the key most basic component is consistent nature of the smart phones brand and the additional component is convenience of the brand of the smart phones.

3. Research Methodology

The main population for this research which has been chosen is the students at the age from 18 to 27 years. All the students who are studying right now in the Malaysia. Sample size is the number of observations in a sample. The sample size which has been selected for this research will be approximately 280 students randomly selected form the Malaysian Universities to get their feedback related to the usage of smart mobiles and increasing trend of expensive and branded smart phones.

Table1: Respondents Demographics

Gender	Male	49%
	Female	51%
Smart Phone users	IPhone	30%
	Samsung	45%
	Huawei	15%
	Others	10%
Education	Masters	55%
	Bachelors	21%
	Certification	16%
	Other programs	8%

4. Regression Analysis

Researcher executed regression analysis on brand loyalty dimensions as dependent variable and consumer buying behavior

as independent variable. All the dimensions of brand equity have effect on consumer buying behavior. Some dimensions have more effect on consumer buying behavior and some has less, but all the dimensions has positive and significant effect on consumer buying behavior.

Table2: Regression Results

	Sig. value	R value
Brand Association	.000	0.798
Brand Loyalty	.000	0.647
Perceived quality	.000	0.827
Brand awareness	.000	0.714

5. Results and Discussions

The determination of this research is to reveal the relationship of brand equity and consumer buying behavior in the telecom sector of Malaysia. And to perceive the impact or effect of the brand equity factors and its dimensions, brand loyalty, brand awareness, perceived quality and brand association on the willingness of buying or consumer buying behavior. The data analysis performed on all these dimensions of independent variable and dependent variable, and results revealed that there is a significant relationship between brand equity dimensions and consumer buying behavior. If consumers are loyal and associated with brand, so they will

definitely goes for buying the same brand. Most effective dimension is perceived quality, students prefer to buy those mobiles for whom they perceive as good and valuable mobile in their range.

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