ABSTRACT

In China, with the smart phone consumers are increasing swiftly, the behavior of smart phone consumers turn out to be more and more unpredictable. This can lead to confusing in a market which has an effect on the market in ways such as that getting lower expected sale. Therefore, in this research, the researcher will concentrate on purchase intention towards smart phone in order to investigate what factors that actually influencing purchase intention of smart phone among Chinese consumers, especially university students. What’s more, descriptive and inferential analysis method was applied to analyze the data. Survey methodology and 400 questionnaires were distributed to the respondents from university students who studying in eight national universities in Shanghai; both male and female university students studying the Bachelor, Master or Doctor degree who never owned Xiaomi Smartphone before. The data was analyzed and summarized by applying the Statistical package for Social Science (SPSS). Pearson Correlation Coefficient Analysis was applied to predict if there was a relationship between independent variables and dependent variable.

Firstly, this study found out the relationship among social value, consumer ethnocentric, price consciousness, and functional value with attitude towards products. It indicated that social value, consumer ethnocentric, price consciousness, consumer uncertainty and functional value have a significant relationship with attitude towards products. The strongest significant relationship was revealed between consumer ethnocentric and attitude towards product (.712). Secondly, this study found out the relationship among consumer aspiration, functional value, social value, consumer aspiration and attitude towards products have a significant effect on purchase intention toward Xiaomi smart phone. The strongest positive relationship is the relationship between attitude toward Xiaomi smart phone and purchase intention (.857). However, there is no significant relationship between consumer uncertainty and purchase intention toward Xiaomi smart phone.

To sum up, this research provides valuable implications for the enterprises to find a suitable path to cultivate or attract more customers to extend market size.