A Study of Factors Affecting Customer Repurchase Intention of iPhone, in Kunming, Republic of China

Mr. FanZhun Li

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration
Graduate School of Business
Assumption University
Academic Year 2013
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ABSTRACT

Nowadays, smartphones are getting more and more popular and have become the trend in the phone industry. With the incredibly high number of users in China, the growth of smartphones is now rising rapidly. Some researchers have inspected the purchase intention but this study focuses on further steps which are repurchase intention. Furthermore, this study focuses on the users of iPhone in Kunming, China. Moreover, descriptive statistical method was applied to analyze the data. Survey method and 400 questionnaires were distributed to the respondents from top 5 commercial buildings in Kunming, which have a high density of young people. The data was analyzed and summarized by using the Statistical package for Social Science (SPSS). Pearson correlation Coefficient Analysis was applied to predict if there was a relationship between each independent variable and dependent variable.

The results of this study indicate that all independent variables have a significant relationship with dependent variables. Firstly, the strongest significant relationship was found between attitude and repurchase intention (.837). Secondly, there was a significant relationship between satisfaction and repurchase intention (.761). In addition, a positive relationship between trust and repurchase intention was found (.722), followed by a positive relationship between social influence and repurchase intention (.549), brand awareness towards repurchase intention (.532), and price perception towards repurchase intention (.470).

To sum up, the findings of this research will provide valuable implications for marketers on attitude, satisfaction and trust, which are critical to predict consumer behavior in China. Once they have a better understanding, the enterprises would find a suitable path to cultivate or attract more customers and to extend their market size.
ACKNOWLEDGEMENTS

This dissertation would not have happened without the guidance and support of a number of people.

First and foremost, I would like to express my sincere appreciation to my adviser, Assistant Professor Dr. Sirion Chaipoopirutana, for her valuable comments, advice and encouragement throughout the progress of this thesis.

Secondly, I would also like to thank all the committee members of my thesis: Dr. Charnchai Athichitskul, Dr. Thongdee kijboonchoo and Dr. Apichart Intravisit, for their valuable suggestions and recommendations for helping me in improving my research.

I would like to express my sincere appreciation to all those people who provided me with assistance during my research. A thanks goes to my parents who always give endless love and concern to me. Without my parents’ love and patience, I could not possibly finish my work.

Last but not the least, I am also extremely feel grateful to my dear parents who always give me love, understanding, support, and encouragement all through my life and study. I also owe great thanks to my dear friends, for their unconditional support and assistance in my life and study.

This journey was not easy, but it was interesting and rewarding in the end. There are few moments in one's life where they take the time to honestly feel pride for their own accomplishments. Though I remain humble, I am very proud of myself, and all of those who have supported me along the way.

Mr. Fanzhun Li

17/Jan/2013
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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Introduction

The local market for smartphones in China has encountered a sharp increase in demand and supply in the recent years. Nowadays, the increased number of competitors in this market has created not only more alternative choices for consumers, but competition has also become much intense than before. Thus, capturing and maintaining market share in this market requires a different marketing strategy for every brand which must be based on proper targeting with an appropriate marketing mix. Apparently, customers will be the key factor in determining the success of the enterprise, Hence, knowing customers’ needs and their expectations has become critically important to determine customer repurchase intention.

In order to attract more customers, marketers must consider the factors influencing consumers’ decision. Increase in the customer repurchase intention rates is believed to positively influence the performance of firms and lead to a competitive advantage (Balabanis et al., 2006 & Dixon et al., 2005). Furthermore, customer retention has been advocated as an easier and more reliable source of superior performance (Fornell and Wernerfelt, 1987; Peters, 1988; Reichheld and Sasser, 1990). In short, under such intense competition, the enterprise that has the largest customer base and the highest customer retention rate will be the market leader in the industry.

The objective of this study is to identify various dimensions of factors for repurchase intention and to examine their relative importance in driving the customer’s repurchase intention in the smartphone industry.

Studies have shown that the long term success of a firm is closely related to its ability to adapt to customer needs and changing preferences (Takala et al., 2006).
There is also some evidence which shows that customer satisfaction has become a vital concern for companies and organizations in their efforts to improve product and service quality, and maintain customer loyalty in a highly competitive marketplace (O’Loughlin & Coenders, 2002). Customer satisfaction is also generally assumed to be a significant determinant of repeat sales, positive word-of-mouth and customer loyalty. Satisfied customers return and buy more, and they tell other people about their experiences (Fornell et al., 1996).

In general, the consumers’ attitudes toward a product are of importance in predicting their purchase intention and behavior. A well established brand personality influences consumer preference and patronage (Malhotra & Naresh, 1988; Sirgy, 1982). Moreover, Trust with brand or confidence with the supplier is a condition before they processing purchase behavior (Fournier, 1998). Mackay (2001) had worked on predicting the customer’s choice as a component of brand equity. Eagle and Kitchen (2000) investigated the advertising effects, which was a source of branding to influence sales. On the other hand, consumers purchasing High-technology products usually seek related information (Holmes & Crocker, 1987) and pay attention to the opinion of people around them before decision making (Charters & Pettigrew, 2006). In some situations, social influence is related to the extent that consumers believe their peers may evaluate them based on their purchase decision (Aqueveque, 2006). Furthermore, consumer price expectation influences consumer purchase decisions (Oliver & Winer, 1987; Kalwani & Yim, 1992). Except above description, there are also many factors which can have an influence on customer purchase such as perceived usefulness, perceived ease of use, subject norm, current use et al.

In recent years, the mobile phone has evolved from essentially an interpersonal communication device to a multimedia machine as we know from
smartphones. The term smartphone refers to a programmable mobile phone that offers advanced capabilities and features that help individuals in their daily work and personal life (Euromonitor, 2010a). The smartphone is not only for a traditional phone usage but also contains some entertainment functions such as Wi-Fi or 3G to connect to the social networks such as in iPhone. The emergence of iPhone has been leading a huge revolution in the smartphone history. After that, many others are participating in this industry such as Android, Microsoft, Blackberry, Symbian. With the popularity and functions offered in the phone, smartphones have seen an increase in terms of demand (Park and Chen, 2007).

In this study, the researcher will investigate the factors affecting customers repurchase intention of iPhone, in Kunming, China. This study will consider six factors in forming the repurchase intention: Attitude, Satisfaction, Trust, Price perception, Social influence and Brand awareness.

1.2 Background of Apple Inc and iPhone

Apple Inc. is an American corporation that designs and manufactures computer hardware, software and other consumer electronics. The company is best known for their Macintosh personal computer line, Mac OS X, extremely loyal user-base, iTunes media application and the iPod personal music player. The company headquarters is in Cupertino, California, CEO and the co-founder was the late Steve Jobs and the company boasts of 284 retail locations spanning 10 different countries. However, in the last decade, Apple has expanded into a complex company that specializes in much more than just computers.

In 2001, Apple broke the barrier with the iPod, eventually becoming the dominant market leader in music players, then, Apple joined the phone industry in
2007 with the iPhone, which has also been widely successful. Apple is known as a consumer goods company; therefore evaluating its value requires understanding its products and consumers. This would be very challenging where Apple competes with many different companies throughout the different industries it takes part in. The unique characteristic about Apple is that it has a very strong customer base, which is extremely important in understanding Apple. Meanwhile, more press is associated with their late CEO; Steven P. Jobs (Ex-Apple chief executive) who was seen as the architect of many of Apple's amazing products, and the reason for their success due to his presentations at Apple's media events that were electrifying and revolutionary. Apple's major products are considered as iTunes, TVs, Macintosh computers, software iPod and recently iPhone.

1.3 Global Smartphone Market Share

**Figure 1.1 Global Smartphone Market Share, 2012**

Source: [http://www.tech-thoughts.net/18/Octorber/2012](http://www.tech-thoughts.net/18/Octorber/2012)

**Figure 1.1** has shown the global smartphone market share from Q1, 2009 to Q1, 2012. At the beginning of 2009, Nokia had taken the market leadership, but Symbian’s leadership has been taken over by Android in Q1, 2010 while iPhone replaced Blackberry platform to be the second in Q4, 2011. The third platform was
Microsoft’s Windows Mobile OS. In stark contrast, the iPhone and Android had garnered market share of nearly 17% and 26% respectively, during the same post-launch time frame.

1.4 China Smartphone Market Share

Figure 1.2 China Smartphone Market Share Q1, 2012

According to Figure 1.2, Android has replaced Symbian as the leading smartphone platform in China with 76.7% market share. The iPhone has seen incremental growth for the last few quarters as well with the 11.8% market share, but Microsoft seems to be struggling. These figures seem a big gap as Microsoft’s clams which they are going to overtake the iPhone’s market share in China.
As Figure 1.3 shows, Android has taken 69.5% market share, following is Apple with 17.3% and third is Symbian with 11.2% in Q2, 2012. The estimates may not necessarily agree with the figures, but the trend is unmistakable. Android leads the market, Symbian is fading away, the iPhone is growing and Windows Phones & Blackberry are still far way to be found.

1.5 Research Objectives

The purpose of this study is to find out a relationship between the factors affecting customers repurchase intention of iPhone. Six factors affecting customer repurchase intention of iPhone have been identified and will be analyzed in this study: attitude, satisfaction, trust, price perception, social influence, brand awareness. The researcher also aim to find out the main factor that affecting customer repurchase intention of iPhone. In addition, the researcher also to analyze the relationship among of the three variables, which are attitude, satisfaction and trust. The specific objectives of this research can thus be articulated as follows:
1. To test the relationship between social influence and repurchase intention.
2. To analyze the relationship between price perception and repurchase intention.
3. To analyze the relationship between brand awareness and repurchase intention.
4. To study the relationship between attitude and repurchase intention.
5. To determine the relationship between satisfaction and repurchase intention.
6. To clarify the relationship between trust and repurchase intention.
7. To examine the relationship between satisfaction and attitude.
8. To examine the relationship between satisfaction and trust.
9. To explore the relationship between trust and attitude.

1.6 Statement of Problem

China recently overtook the US as the world's largest smartphone market and it is a critical question on how to survive and stabilize the market in the competitive market. More and more enterprises take part in this market, some of them are going down like Nokia lost most of the market share suddenly in the recent years. But some are going up like Samsung, ZTE. So, it is important to know the customer needs and their expectations. The most important is to study what factors affect the repurchase intention and which of them has a strong significant influence. Thus, the enterprise will know how to attract customer and keep retention rates and increase sales.

In the Smartphone market, iPhone was regarded as having a high-involvement in the smartphone industry. Apple only offered a single mode and the price seemed to be higher than other brands. But, others have offered several categories from low-involvement to high-involvement smartphones and they offered a multi-option to customer. According to the research, (http://wenku.baidu.com/18/10/2012) low-involvement and middle-involvement is taking the most of the market share in the
smartphone industry. In that case, the uniqueness and practical utility of iPhone has to be confirmed by the customer, that would be interpreted why they would purchase iPhone rather than other brands. Therefore, the researcher aims to explore and describe the key elements that influence the customer repurchase intention for iPhone. The research questions can be formulated as follows:

1. Is there any relationship between social influence and repurchase intention.
2. Is there any relationship between price perception and repurchase intention.
3. Is there any relationship between brand awareness and repurchase intention.
4. Is there any relationship between attitude and repurchase intention.
5. Is there any relationship between satisfaction and repurchase intention.
6. Is there any relationship between trust and repurchase intention.
7. Is there any relationship between satisfaction and attitude.
8. Is there any relationship between satisfaction and trust.
9. Is there any relationship between trust and attitude.

1.7 Scope of Research

In this study, the researcher focused on the relationship between factors affecting the customer repurchases intention of iPhone in Kunming, China. This study analyzes the relationship of independent variable and dependent variable. The six independent variables are: attitude, satisfaction, trust, price perception, social influence, and brand awareness and dependent variable are repurchase intention. The formation of the conceptual framework in this study is base on the previous research (Ha et al., 2010, Jiang & Rosenbloom 2005, Peng et al., 2010, Wang & Li 2012). A total of 400 questionnaires were distributed, and the survey method was used for gathering information from the top 5 commercial building which are Century Plaze, Bolian Plaza, Kunbaida Department Store, DaguanPlaze and Baihui Emporium. The
items in the questionnaire were measured on a 5-pints Likert scale and generated a total 30 questions. The main function of this scale method is for using the level of agreement to declare respondents’ statement (Likert, 1932). The questionnaires are developed from the previous studies (Peng et al., 2010, Wang & Li 2012, Ha et al., 2010, Hamza 2011, Herrmann 2007). The target population were people who were working or visitors in those 5 buildings and were the users of iPhone 3 and iPhone 4 series.

1.8 Limitation of Research

There were some limitations in this study. Firstly, due to the constraints of time, this study was conducted in a very limited time frame of approximately three months and the data was collected only during weekends. For this reason, its findings may be only valid for a single point in time and cannot be generalized for other periods of time. Secondly, the research focused on target population who are working or visitors in the top 5 commercial buildings. According to the data from research (http://www.iimedia.cn/20/June/2012), the target population only focused on the age from 18 years old and above 45 years old. Therefore, it was not able to cover the whole population of Chinese people in Kunming, China. Furthermore, the result of this research may not be applied to other demographic areas in China. Lastly, there are many independent variables which would affect customer repurchase intention of Smartphone, but this research only focused on six independent variables which were attitude, satisfaction, trust, price perception, social influence, brand awareness.

1.9 Significance of Study

Smartphone have a potential and profitable market in China since it has taken
over the traditional phone gradually. First, the findings of this research will clearly explain the relationship between each independent variable and dependent variable. Apple Inc management will have a clear picture of customer behavior and make advisable strategies to compete with their competitors. The more they understand the condition of the customer, the more satisfied will be the customers and will build a long-relationship with them. Secondly, this study also contributes to those enterprises who in the smartphone industry. Perhaps this study may not explain the full picture of customer repurchase behavior, but the set of objectives will also provide some useful information to help them have a better understanding.

1.10 Definition of Terms

**Attitude:** Andersen (1972) described that an attitude is often viewed in terms of an evaluative function-identifying something as the good or bad, desirable or undesirable.

**Brand Awareness:** The strength of the trace of a brand in consumer memory, as reflected by the consumers’ ability to identify the brand among of different conditions Aaker (1991) and Baker et al., (2010)

**Price Perception:** The consumers' consideration about the relationship between price and their expectation base on the performance of the product they want to purchase (Voss et al., 1998).

**Repurchase Intention:** The individual’s judgments about buying again a designated product from the same seller, taking into account his/her current situation and likely circumstances (Fornell, 19920).

**Social Influence:** The way other people affect one’s belief, feelings and behavior
(Mason et al., 2007)

**Satisfaction:** Individual’s feelings of pleasure or disappointment resulting from comparing the perceived performance or outcomes in relation to his or her expectation (Kolter, 2000).

**Trust:** Trust is conceptualized as “a belief, in keeping with the tenets of social psychology research, or as willingness or behavioral intention” (Hess, 1995).
Chapter 2

LITERATURE REVIEW

In this chapter, a number of models and theories which are relevant to this current study are considered. Some general concepts and theories are introduced to provide the reader with a better idea of the variables, both dependent and independent. The researcher reviewed all literature relevant to the topic of the study in order to build a research framework. There are three sections in this chapter including theory, related review of literature and previous studies.

2.1 Definition and Theories Related Variables

2.1.1 Repurchase Intention

Repurchase intention is the repeated process of buying goods and services from a particular store (Hellier et al., 2003) and the major reason is in the experience after shopping. Additionally, repurchase is also defined as a consumer’s actual behavior resulting in the purchase of the same product or service on more than one occasion. The majority of consumers’ purchase is potential repeat purchases (Peyrot & Van Doren, 1994). Customers buy similar products repeatedly from similar sellers and most purchases represent a series of events rather than a single isolated event. Retention is another common term for repurchase (Henning-Thurau, 2004; Narayandas, 1998; Zineldin, 2006), which considered in relationship marketing (Fullerton, 2005; Morgan & Hunt, 1994). While purchase is the actual action, repurchase intent is defined as the customer’s decision to engage in future activities with a retailer or supplier (Hume, Mort & Winzat, 2007). Two forms of repurchase are identified: the intention to re-buy (repurchase), and intention to engage in positive word of mouth and recommendation (Zeithaml et al., 1996).
2.1.2 Attitude

Attitude is an individual’s internal evaluation of an object such as a branded product and it has been an important concept in marketing research since 1960s. Hoyer & MacInnis (1997) defined attitude as “relatively global and lasting evaluation of an object, issue, person, or action”. There are two major reasons for this long-term relationship. First, similar to Hoyer & MacInnis’s definition, attitudes are often considered relatively stable is a lasting tendency for the consumer to behave in particular way (Fishbein & Ajzen, 1975). Thus, consequently, they should be useful predictors of consumers’ behavior towards a product or service (Oskamp c.f. Wu, 1999). Second, several theoretical models on the attitude construct can be found in social psychology literature especially through studies by Fishbein & Ajzen (1975) that have stimulated attitudinal research in marketing.

Andersen (1972) described that an attitude is often viewed in terms of an evaluative function-identifying something as the good or bad, desirable or undesirable. Furthermore, as mentioned earlier in the definition, it can be summarized from Allport (1954), Krech & Crutchfield (1948) and Petter & Cacioppo (1981) that their definitions states or imply that attitude are related to an objective, are part of the general way the individual experience and reacts to his world and imply thought and feeling. Krech & Crutchfield (1948) implied that it is an emotional aspect which embodies positive or negative feelings about the object in question; a cognitive aspect – beliefs or ideas about it; and a cognitive aspect – a tendency to behave in a particular way towards it.
2.1.3 Brand Awareness

Brand awareness is the consumer’s ability to identify a brand under different conditions (Keller, 2003). Therefore, brand awareness is created and enhanced by increasing the familiarity of the brand through repeated behavior, which ultimately results in consumers having “experienced” the brand (Keller, 2003). Brand awareness is related to the strength of a brand node in consumers’ memory and can be reflected by consumers’ ability to recognize the brand within various contexts or situations (Rossiter & Percy, 1987). Brand awareness consists of two components: brand recognition and brand recall performance (Keller, 1993). Brand recognition is defined as consumers’ capability to confirm their prior attitude to the brand when given the brand as a cue; brand recall refers to whether consumers can retrieve the brand from memory when given the product category as a cue (Keller, 1993).

2.1.4 Price Perception

Monroe (2003) pointed out that the consumers always evaluate price comparatively from the concept of a reference price. A reference price is an internal standard against which observed prices are compared (Kalyanaram & Winer, 1995). A reference price is formed based on memories of actual experiences, perception of current stimuli (contextual influences). This inferences drawn from related experiences (temporal influences) and information from others (Van Raaij, 1991). Adaptation-level theory suggests that consumer’s price perception is based on the actual price and consumer’s price or adaptation level (Monroe, 2003). It has been shown that consumers’ reference price depend on a range of prices for a particular product. The magnitude of the price range is influenced by the highest price and the lowest price, and these endpoints along with reference price influence the consumers’
judgment of prices (Kalyanaram & Little, 1994; Monroe, 2003). Based on assimilation-contrast theory we know that when encountering a new price, the new price will either be accepted or become part of a latitude of price acceptance (assimilated) or rejected (contrasted).

2.1.5 Social Influence

Kelman’s (1958) social influence theory identified three different processes of social influence, including compliance, internalization, and identification. Compliance occurs when an individual accepts the social influence to get support or approval from others significantly. In this regard, subjective norm reflects the influence of expectations of particular others and is often used to represent social normative compliance (Venkatesh et al. 2003). Internalization occurs when an individual accepts the social influence because the similarity of one’s goals and values with that of other group members. In this respect, group norm represents a shared agreement among participants about their shared goals and expectations (Turner 1991) and constitutes what Kelman (1958) terms “internalization” (Bagozzi & Dholakia 2002). Identification occurs when an individual accepts the social influence to establish and maintain a satisfying self-defining relationship to another person or group. Tajfel (1978) stated that social identity is “a part of an individual’s self-concept which derives from his knowledge of his membership of a social group together with the value and emotional significance attached to that membership.” (p. 63).

In this study, social influence is defined as the way other people affect one’s beliefs, feelings and behavior (Mason et al., 2007). Individuals are not often conscious of social influences as they are so pervasive (Klobas and Clyde, 2001). Consumers
may be susceptible to social influence by observations, perceptions or anticipations of decisions made by others in engaging to some product (Suki & Suki, 2007). The concept “social influence” involves two factors. The first is the subjective norms which refers to an individual’s perception of the expectations from significant others (Ajzen & Fishbein, 1977); the second is descriptive norms, refers to the perceptions of attitudes possessed by or behaviors of significant others (Rivis & Sheeran, 2003). Elek et al., (2006) argued that the effects of people’s behavior to an individual’s own behavior, finally, demonstrated that people tend to believe that certain behaviour is sensible when they observe many others are doing it.

2.1.6 Satisfaction

Satisfaction is overall level of customer pleasure and contentment resulting from experience with the service (Hellier et al., 2003). This study defines customer satisfaction as “the perceived degree of contentment with regard to a customer’s prior purchase experience with a given product or service” (Anderson & Srinivasan 2003, p. 125). Oliver (1997) describes satisfaction as a “Complete Customer Response”. In fact, satisfaction is the outcome of the customer’s judgment regarding this issue that to which extent features of a product or a service are able to satisfy customer’s desirable expectations. This definition highlights the evaluating nature of the satisfaction that through it the customer specifies whether a product, a brand or a store meets the expectations or not.

From an academic aspect, satisfaction is a complex concept for which it is difficult to develop a generic definition (Babin & Griffin, 1998; Giese & Cote, 2000). Giese & Cote (2000) identify three general components in the concept of satisfaction:

1. Consumer satisfaction is a response (emotional or cognitive).
2. The response related to a particular focus (expectations, product, consumption experience, etc.).

3. The response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc).

The expectancy/disconfirmation theory (Oliver, 1977) is the most recognized model analyzing the satisfaction generation process and indicates that the level of satisfaction depends on the relation between the initial expectation and the real result. Thus, satisfaction formed when the expectation is confirmed, whereas dissatisfaction comes from the non-confirmation of the expectation (Day, 1984; Oliver, 1980). In other words, we can say that consumer satisfaction relies on the difference between perceived and experienced quality. If perceived quality is higher than or equal to expected quality, the consumer will be satisfied, but if perceived quality is lower than expected quality, the consumer will remain dissatisfied. Thus, it is possible to indentify that satisfaction is a consumer affective state resulting from the global evaluation of all the aspects that shape a relation (Sanzo et al., 2003). So, consumers who are satisfied with the purchase of a product will buy the same product again (Reichheld, 1996) and they will recommend it to others (Oliver & Swan, 1989).

According to Kolter (2000), satisfaction is an individual's feelings of pleasure or disappointment resulting from comparing the perceived performance (or outcomes) of shopping in relation to his or her expectations. Oliver (1980) theorized that satisfaction is positively associated with future intention, both directly and indirectly through its impact on attitude. In the final step of satisfaction formation processes, satisfaction determines intentions to purchase or not to purchase the store in the future (Tsai & Huang, 2007).
2.1.7 Trust

Trust has been defined as “a psychological state composing the intention to accept vulnerability based on expectations of the intentions or behavior of another” (Rousseau et al., 1998, p. 395). Trust is determined by how much each party can depend on the integrity of the promises made by the other party (Hon & Grunig, 1999). In a similar part, the public’s trust of an organization relies on the extent to which the organization keeps its word (Ledingham & Bruning, 1998). This dimension contains three underlying variables, including integrity, dependability, and competence (Carnevale, 1995).

In marketing literature, brand trust is defined as the “willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri & Holbrook, 2001). Costa & McCrae (1998) stated that brand trust is a willingness to rely on an exchange partner in whom one has confidence. To rely, is to count on information received from another person about uncertain states of the environment and their consequences on a situation of risk (Hiscock, 2001). The trust is a central value of the partner relation (Bowen & Shoemaker, 1998; Fournier, Dobscha & Mick, 1998). It acts to reduce perceived risk and to increase confidence in the consumer-brand relationship. It results from the expertise, the reliability and the intentionality (Pavlou, 2003).

2.2 RELATED LITERATURE REVIEW

2.2.1 Related Literature Review between Social Influence and Repurchase Intention

Social influence has been proposed by previous studies as a significant factor that affects individuals’ attitudes and intentions toward a certain behavior (Rivis and
Sheeran, 2003; Hsu and Lu, 2004). Social influence in a choice situation refers to the extent to which a consumer believes his or her peers will evaluate him or her on a purchase he or she makes (Aqueveque, 2006). According to Pornpitakpan (2003), people from collectivist cultures have collective interests over individual interests. Their private life is invaded by groups and their opinions are determined by group membership. Hong Kong, being part of Asia, is to a certain extent collectivist (Bond, 1996; Dienoer, Diener, & Diener, 1995; Hofstede, 1991). Cho (2010) conducted a paper that many Hong Kong residents are very anxious regarding their friends’ opinion of them. In general, many women in Hong Kong like to shop with their friends. They like to share opinions with their friends while shopping and seek advice from their friends before making a purchase. If their friends’ opinion is negative, they would decide not to make the purchase even though they like the product. Moreover, Radder & Huang (2008) found that peers play a vital role among young consumers in their purchases of high-involvement products. That is, a consumer’s decision to purchase a product would be less dominated by his or her own perception of the effectiveness of the product than by the influence of his or her friends.

When facing complicated amounts of information about the product, in order to reduce cognitive effort, people tend to follow others’ choices rather than making their own judgment (Bonabeau, 2004). Moreover, other people’s actions could also affect an individual’s evaluation of quality. Salganik et al., (2006) conducted two experiments to examine the effect of social influence on people’s perception of quality. Their results showed that people might form completely different evaluations of the same song due to the perception of others’ behaviour (e.g. download counts). Chen (2008) also found that consumers could be influenced by the choices of others when making decisions about purchasing books online. According to these findings people
tend to believe that popularity implies better quality. Likewise, social influence could affect people’s perceptions of quality and further behavior intention Wang & Lin (2011).

2.2.2 Related Literature Review between Price Perception and Repurchase Intention

Scitovszky (1945) has proposed that price can be an indicator between the amount of sacrifice needed to purchase a product and an indicator of the level of quality. Thus, higher prices lead to higher perceived quality and consequently to a greater willingness to buy. At the same time, the higher price represents a monetary measure of what must be sacrificed to purchase the good, leading to a reduced willingness to buy. Apparently, buyers generally have a set of prices that are acceptable to pay for a considered purchase, rather than a single price (Monroe 1979; Monroe & Petroshius 1981). But, consumer price expectation do influence consumer purchase decisions (Oliver & Winer, 1987; Kalwani & Yim, 1992).

In addition, price can form both positive and negative roles from consumer price perception to purchase behavior. The psychological view explains that consumers may perceive high price as an indication of quality, status, and/or prestige, which positively affects their decisions (Lichtenstein et al., 1990). From an economic perspective, the price of a product can negatively affect consumers’ purchase behavior (Lichtenstein et al., 1993). That is, higher prices can repel consumers away from purchasing a product as a result of consumers’ implied monetary sacrifices.

Moreover, it is well accepted in behavioral pricing research that price is one of the most important informational cues consumers use in the decision making process (Helgeson & Beatty, 1987). Far from being a multi-dimensional monolithic concept,
research has shown price to be a multidimensional stimulus, in that it affects consumers’ purchase intentions, both positively and negatively (Dodds et al., 1991, Lichtenstein et al., 1993). On one hand, high price makes a connection between higher perceived quality or higher reputation of product to consumer, that consequently increases the consumer’s intention to buy; on the other hand, a high price may also increase a consumer’s perceived economic sacrifice, thereby decreasing his/her willingness to buy (Zeithaml, 1988). Keaveney (1995) reported findings that more than half the customers she surveyed had switched among services or product because of poor price perceptions, her qualitative study suggests that unfavorable price perceptions may have a direct effect on customer intention to switch.

2.2.3 Related Literature Review between Brand Awareness and Repurchase Intention

Boje and Hoo (2012) has studied the relationship between brand awareness and repurchase intention of smartphone users in Malaysian. Finally, the study had found that brand awareness has a positive correlations with the repurchase intention of smartphones. This study agrees with some previous studies in which brand awareness had also been found to have a significant relationship with repurchase intention in Kim et al. (2008); Tolba & Hassan (2010). Keller (1993) said that brand awareness signals related to how consumers perceive the brand and thus can help to predict their purchase behavior. Generating and maintaining brand awareness are important as only those brands of which customers are aware enter into the consideration set of brands for possible purchase, and brand awareness influences the selection of products from the consideration set (Hoyer & Brown, 1990). Hence, only brands which customers recognize can be identified, categorized and ultimately purchased. It is important that
the buyer has some kind of opinion on the brand to show that they know the brand or as a feedback after using the brand (Norjaya, Mohd & Osman, 2007).

Yaseen and Tahira et al., (2011) has studied the reseller’s point of view about the impact of brand awareness and purchase intention in Islamabad. The result shows that brand awareness significantly influences the purchase intention. The study is in line with the findings of Macdonald & Sharp, (2000) who concluded that brand awareness plays a positive role on the purchase intentions. Hoeffler & Keller (2002) identified intensity and width as measures of brand awareness. If a product has brand concentration and size simultaneously, then firstly the retailer and then consumers will think of a particular brand whenever going for buying if product has huge awareness.

2.2.4 Related Literature Review between Attitude and Repurchase Intention

The attitude theory suggests that the more favorable attitude a person has towards a given product/service, the more likely that person is to buy or use that product/service (Ajzen & Fishbein, 1980). In TRA, attitude is referred as the evaluative effect of positive or negative feeling of individuals in performing a particular behavior (Fishbein & Ajzen, 1975). The two components of attitude are attitude towards physical object (repurchase, product) and attitude towards behavior or performing particular action (Ajzen & Fishbein, 2005). In the field of product repurchase situation, the more positive the attitude an individual has towards the object and behavior, the more likely is the behavioral intention and performance of the behavior. Many studies have shown the significant effect of attitude towards repurchase intention (Lu et al., 2003).

Several researchers have found satisfaction and attitude to be major antecedents of customer repurchase intention (Bearden & Teel, 1983; Innis, 1991;
Oliver, 1980, 1981; Roest & Pieters, 1997). When attitude is treated as a post-purchase construct, the general sequence is: satisfaction-attitude-repurchase intention. The central feature of a satisfaction-positive attitude-repurchase intention hierarchy is that satisfaction represents the basis for an attitude toward engaging in a repeated behavior. Evidence is supported by Roest & Pieters (1997). According to consumer behavior, attitudes toward the brand or product are an antecedent of behavioral intention (McMillan et al., 2003). Stronger attitudes might have more impact on other behavioral intentions because of related properties of such attitudes (Eagly & Chaiken, 1993). Evidence is supported by (Chiu et al., 2005; Lee & Lee, 2002).

2.2.5 Related Literature Review between Satisfaction and Repurchase Intention

Recently, Seiders et al. (2005) and Tsiotsou (2006) have developed models that relate satisfaction, intention to repurchase and repurchasing behavior. These authors propose that the satisfaction of the clients has a strong positive effect on future intention to purchase. Customer satisfaction can influence attitudinal change (e.g. service and supplier preference) which in turn affects repurchase intention (Innis, 1991; Oliver, 1980; Oliver & Bearden, 1985; Stauss & Neuhaus, 1997).

A direct positive relationship between customer satisfaction and repurchase intention is supported by a wide variety of product and service studies (Anderson & Sullivan, 1993; Bolton, 1998; Cronin & Taylor, 1992; Fornell, 1992; Oliver, 1980; Patterson & Spreng, 1997; Rust & Zahorik, 1993; Selnes, 1998; Swan & Trawick, 1981; Taylor & Baker, 1994; Woodside et al., 1989). These studies establish that overall customer satisfaction with a service is strongly associated with the behavioral intention to return to the same service provider. However, it must be kept in mind that the direct positive relationship of satisfaction upon repurchase intention is a
simplification of the matter. While customer satisfaction is a major factor, it is only one of the many variables that can impact upon customer repurchase intention (Jones & Sasser, 1995; Liljandar & Strandvik, 1995; Mittal & Lassar, 1998; Sharma & Patterson, 2000; Srinivasan, 1996; Storbacka et al., 1994). Oliver (1980) theorizes that satisfaction is positively associated with future intention, both directly and indirectly via its impact on attitude. In the final step of satisfaction formation processes, satisfaction determines intentions to purchase or not to purchase the product in the future (Tsai & Huang, 2007).

Many studies conducted on satisfaction have emphasized on the positive relationship between customer satisfactions and repurchase intention (Brady et al, 2001; Cronin et al, 2000; Johnson & Fornell, 1991). Also it is noted that the consumers who have a higher satisfaction level are more likely to re-purchase and to recommend a brand to others (Zeithaml, 1996). In other words, by increasing customer satisfaction the likelihood of a brand re-purchase also would increase. Current studies conducted in e-retailing and online shopping has had similar results (Collier & Bienstock, 2006; Lee & Lin, 2005).

2.2.6 Related Literature Review between Trust and Repurchase Intention

Trust has been linked to a variety of outcomes. Hennig-Thurau & Klee (1997) theorized that trust will play important roles in repurchasing decision. Such arguments are supported by the empirical findings of Bart et al., (2005) who find a strong relationship between trust and behavioral intent. Behavioral intent may include willingness to navigate further activities, such as revisiting to the same company, engaging in interactivity with the company, and purchasing or repurchasing from the company (Bart et al., 2005).
According to TPB (Ajzen, 1991), trust beliefs create favorable feelings toward the vendor that are likely to increase a customer’s intention to purchase products from the vendor. Lack of trust prevents buyers from engaging in shopping because they are unlikely to deal with a vendor that fails to convey a sense of its trustworthiness, mainly because of fears of seller opportunism (Hoffman et al., 1999). According to Gefen et al. (2003), customers in general will avoid purchasing from the vendor whom they do not trust, or they assume that the vendor will not be ethical and behave in a socially suitable manner (i.e. trust to be bad). Indeed, prior research shows that trust plays an important role in driving customer satisfaction (Lin & Wang, 2006) and repurchase intention (Weisberg et al., 2011; Zboja & Voorhees, 2006).

2.2.7 Related Literature Review between Attitude and Satisfaction

Suh & Pedersen (2010) have examined participants’ perceptions of the service quality of fantasy sports websites and to understand the relationship between service quality, satisfaction, attitude and actual usage associated with the websites. The result shows there is a positive and significant relationship between satisfaction and attitude and this means that customer satisfaction can predict the attitudes of consumers based on their further behavior intention. Further, customer satisfaction is an important determinant of post-purchase attitude (Yi & La, 2004). Once a customer has been satisfied from a particular product, the customer will be more likely to generate positive attitudes.

A number of studies (e.g., Harris & Goode, 2004; Spreng et al., 1995) have been conducted that relate to the antecedents, mediations, and consequences of each variable (e.g., service quality, satisfaction, attitude, behavioral intentions). Researchers have also demonstrated that customer satisfaction is a significant
predictor of customer attitude, which influences behavioral intentions (Woodside et al., 1989). Several researchers have established that higher satisfaction brings greater customer loyalty, which is referred to as a positive attitude (Anderson & Sullivan, 1993; Fornell, 1992). Research (e.g., Olsen, 2002) has suggested that a customer’s attitudinal loyalty is influenced by prior attitude and customer satisfaction.

2.2.8 Related Literature Review between Satisfaction and Trust

More specifically, trust has been considered as an outcome of customer satisfaction (Schurr and Ozanne, 1985) and as an antecedent of customer commitment and customer loyalty (e.g. Morgan & Hunt, 1994; Gruen, 1995; Geyskens et al., 1996; Scheer & Stern, 1992). The buyer’s overall satisfaction with the buying experience is proposed to have a positive impact on his/her trust of the manufacturer. Prior research has shown that constructs of trust and satisfaction are positively correlated (Crosby et al., 1990; Yoon, 2002). However, evidence outlined by Kennedy et al. (2001) shows that customer satisfaction is an antecedent of trust of the manufacturer.

The existence of a close relationship between the variables trust and satisfaction has been widely confirmed. Several authors have assumed that greater trust leads to a higher degree of satisfaction (Andaleeb, 1996; Geyskens et al., 1998; Kennedy et al., 2001). If we analyze the direct influence of trust on satisfaction, this influence is measured as a result of the trust evaluated by the consumer and that, therefore, affects his/her definitive level of satisfaction (Flavia’ñ and Guinalí’u, 2006). Furthermore, if consumers are satisfied with the result of their purchases, it is more probable that they will trust their supplier in the future (Ganesan, 1994) or opposite. It is also widely accepted that greater trust in a firm or a salesperson that has recommended a product may lead to higher customer satisfaction after consuming that
product. Recent studies have validated the positive effect of satisfaction on trust in the commerce environment (Pavlou, 2003). If customers have already had a satisfactory experience with the vendors, they form a higher level of trust on the basis of prior experience. As a result they are tending to shop again. Moreover, these satisfied customers will also be willing to establish a long-term trust relationship with the vendors (Ganesan, 1994).

2.2.9 Related Literature Review between Trust and Attitude

A relationship between trust and attitude is also implied by Ajzen & Fishbein (1980) and by Pavlou (2002; 2003). In a study related to TRA, Ajzen & Fishbein (1980) claimed that an individual's attitude towards a behavior is determined by a set of salient beliefs the individual holds about performing the behavior. Later, in 2002 and 2003, Pavlou stated that trust can be viewed as one of those salient behavioral beliefs that can directly influence consumers’ attitudes toward purchasing. Pavlou (2003) also highlighted that “in general, the proposed relationship between trust and attitude is justified by placing party trust in the context of TRA as a behavioral belief.”

Pennington et al., (2003) proposed that attitude towards online shopping has been found to be influenced by risk and trust. On the other hand, Einwiller (2003) examined B2C e-commerce and found one’s trusting intention to be most strongly influenced by one’s trusting attitude toward the vendor. Consequently, Jarvenpaa et al., (2000) examined trust as separate influence on consumer attitudes toward an Internet store and intend shopping behaviors. Unitizing a survey with 184 participants, and they found trust influence the consumer attitude.

Njite & Parsa (2005) argued that trust as a behavioral belief should facilitate the formation of positive attitude toward a trusting behavior such as online shopping.
Similarly, by reducing players’ uncertainty about the new entertainment environment and increasing their comfort in interacting with online game websites, trust facilitates players to create positive attitudes toward playing online games. Conversely, lack of trust causes players to experience uncertainty and discomfort, and thus they are likely to develop negative attitudes toward playing online games.

2.3 Previous Studies

Bojei and Hoo (2012) attempted to examine the relationship between brand equity dimensions (brand awareness, brand association, perceived quality and brand loyalty), current use and repurchase intention of smartphone users in Malaysia. A total 147 successful questionnaires were gathered from working executives in all public and private universities from selected thirteen states and three Federal Territories in Malaysia. The study findings show that all the brand equity dimensions, namely, brand awareness, brand association, perceived quality and brand loyalty had been found to have positive correlations with the repurchase intention. The result also reveals that brand awareness has the highest relationship with repurchase intention. This study concurs with some previous study in which brand awareness had also been found to have significant relationship with repurchase intention in Kim et al. (2008); Tolba& Hassan (2010).

Ting, et al. (2011) investigated the effect of convenience, social needs and social influences on university student’s dependency towards smartphones and the impact on future purchase behavior in Malaysia. Hypotheses were tested with a random and judgmental sampling (students who use smartphones only) of 358 university students using a face-to-face survey method. Structural equation modeling was used to test the hypotheses. The results indicated that university students’
dependency on smartphones is influenced by convenience, social needs and social
influences and dependency is positively related with future purchase behaviors. The
indication from this study is that university students with high dependency on
smartphones tend to make evaluations based on their past experiences in determining
future purchase behaviour. Past research found that experienced smartphone users’
dependency on smartphones has a direct effect on the formation of predictive
expectations in future purchase behaviour (Peters, 2009). In other words, university
students’ high dependency on smartphones is positively associated with their future
potential purchase of smartphones.

Herrmann, et al. (2007) conducted a study that aims to link conceptually the
concepts of price fairness and customer satisfaction and empirically demonstrate the
influence of perceived price fairness on satisfaction judgments. Further, it seeks to
examine specific factors that influence fairness perceptions including price perception
and consumer vulnerability. The study is conducted in the context of automobile
purchases in major German car dealerships. Based on a theoretical conceptualization
of the constructs and an empirical pretest, 246 car buyers were surveyed and their
fairness perceptions and satisfaction judgments with the car buying process measured.
The research shows that price perceptions directly influence satisfaction judgments as
well as indirectly through perceptions of price fairness. Results also indicated that
consumers’ vulnerability, which is induced by a perceived demand-supply relationship
and the urgency of need from the consumers’ side, had a negative effect on perceived
price offer fairness.

Ha, et al. (2010) conducted a research to investigate the satisfaction
consequences in repurchase situations. Online travel services are chosen because
customers in these types of services had direct contact with firms. A conceptual model
of CS-RPI (customer satisfaction-repurchase intention) link is developed and used to test proposed hypotheses. A total of 514 respondents are used to test the proposed model. The empirical findings indicate that psychological mediators are useful when repurchase situations are considered. The study provides the roles of positive attitude in the formation of CS-RPI link. Also, three factors: adjusted expectations, trust, and positive attitude, are found to have a significant mediating influence on the link of CS-RPI. Furthermore, the results also find that positive attitude is a most significant role linking between satisfaction and repurchase intention. The positive attitude among the three mediating effect also proved that to improving adjusted expectation and trust can increase repurchase intention, that positive attitude is considered as the strongest mediator of the CS-RPI.

Fang, et al. (2012) conducted a study that the aim of this study is to extend DeLone and McLean’s IS success model by introducing justice – fair treatments received from the exchanging party – and trust into a theoretical model for studying customers’ repurchase intentions in the context of online shopping. The research model was tested with data from 219 of PCHome’s online shopping customers using a web survey. PLS (partial least squares) was used to analyze the measurement and structural models. Data collected from 219 valid respondents provided support for all but one hypotheses (with a p-value of less than 0.05). The unsupported hypothesis regards the relationship between service quality and satisfaction (H4). The study shows that trust, net benefits, and satisfaction are significant positive predictors of customers’ repurchase intentions toward online shopping. Information quality, system quality, trust, and net benefits, are significant determinants of customer satisfaction. Besides, online trust is built through distributive, procedural, and interactional justice. Overall, the research model accounted for 79 percent of the variance of repurchase
Wei, et al. (2012) conducted a study that the study aims to empirically examine the factors that affect the consumer intention to use (IU) mobile commerce (m-commerce) in Malaysia. The five factors examined in this study are perceived usefulness (PU), perceived ease-of-use (PEOU), social influence (SI), perceived cost and trust. The study sample consists of 222 respondents with a response rate of 84.09 per cent. Data were analyzed by employing correlation and multiple regression analysis. Findings – The findings revealed that PU, SI, perceived financial cost and trust are positively associated with consumer IU m-commerce in Malaysia. In addition, PEOU and trust were found to have an insignificant effect on consumer IU m-commerce in Malaysia. The generalizability of the findings is limited as the study focuses only on Malaysia. Based on the findings, companies involved in m-commerce should focus on improving the usefulness of the system, trust (i.e. security and privacy protection) and reducing the cost of m-commerce services to improve the adoption of m-commerce.
CHAPTER 3
RESEARCH FRAMEWORK

In this chapter, the modified conceptual framework that is based on the theoretical framework is described to identify the factors affecting the customer repurchase intention behaviors. There are four major sections. Firstly, the researcher presents the theoretical framework, which is the foundation for development of conceptual framework in this study. Secondly, the modified conceptual framework has established and some reasonable variables to be studied, followed by the thirdly, the research hypothesis, which helps to build concise understanding of the research objectives and examine the relationship of each variable. Finally, the operationalization of variables is explained in the final section of this chapter.

3.1 Theoretical Framework

In this part, the researcher considered the literature review and related studies on the customer behavior intention and the factors affecting customers’ purchase intention and customers’ repurchase intention. These studies have shown the interrelationship between the each variable to the purchase intention or repurchases intention. Then, the researcher adopted some relative variables based on the four proposed research modes in order to develop a conceptual framework for this study. The detailed explanation and information of each research model is illustrated separately in the following paragraphs.
Figure 3.1: A New Understanding of Satisfaction Model in e-repurchase Situation.

Ha et al., (2010) studied the relationship between customer satisfaction and repurchase intention in online travel services. Furthermore, this study also provides the role of positive attitude in the formation of CS-RPI (customer satisfaction-repurchase intention) linkage. By the way, three mediators (Adjusted expectation, trust, positive attitude) are provided in the hypothesized test between CS-RPI
(customer satisfaction and repurchase intention). The research shows that all the hypothesized paths significantly supported satisfaction to repurchase intention, but there were only three mediating effects which directly link customer satisfaction and repurchase intention as shown below:

1. Satisfaction → adjusted expectations → repurchase intention
2. Satisfaction → trust → repurchase intention
3. Satisfaction → positive attitude → repurchase intention

The result shows that positive attitude has a most significant role in linking satisfaction and repurchase intention. The positive attitude among the three mediating effects also proved that improving adjusted expectation and trust can increase the repurchase intention. So, positive attitude is considered as the strongest mediator of the CS-RPI (customer satisfaction and repurchase intention).

**Figure 3.2**: Proposed Model Explaining Customer Intention to Repurchase over the Internet.


Jiang and Rosenbloom (2005) have developed this research model based on the combined literature of services, product pricing and behavioral decision theory. The
major function of this model is to better understand the key linkages between customer price perceptions, customer satisfaction of two sub-system and marketing outcomes. Srinivasan et al. (2002) mentioned that E-retailing industry is link with customers ‘satisfaction at checkout and satisfaction after delivery. As a result, two of the special shopping experiences (at-checkout and after delivery) also apply in the empirical tests.

The result indicated that after-delivery satisfaction has a much stronger relationship on both overall customer satisfaction and intention to return than at-checkout satisfaction. Furthermore, the result also indicated that price perception has a direct and positive effect on customer overall satisfaction and intention to return. Finally, the findings show that there is no significant direct relationship between customer overall satisfaction intention to return due to the weakly relationship between at check-out satisfaction and intention to return.

**Figure 3.3**: Model of Relationship Between Antecedents of Luxury Fashion Goods to Purchase Intention

Peng et al., (2010) studied that the antecedents of luxury brand purchase intention. Actually, there are numerous previous studies which have focused the luxury consumption but a few of them attempt to explore the key influence to the purchase intention. Particularly, this study draws on the consumer culture theory in order to better understand the luxury brand purchase intention and achieve objectives (Arnould and Thomsson 2005). During the study, the researcher proposed the linkage between three variables (luxury brand perception, social influence, and trait of vanity) and purchase intention. In addition, the research also attempts to indentify vanity as a mediating factor between brand perception and social influence to the purchase intention was studied by (Feiereisen et al., 2009) and (Mandel et al., 2006).

The findings show that there was a weaker relationship between luxury brand perception to purchase intention, but stronger relationship between social influence to purchase intention as suggested by (Algesheimer et al., 2005). The result also found that the trait of vanity will have a positive relation to purchase intention. Lastly, the study also indicates there is a weaker relationship between brand perception to purchase intention and non-significant relationship between social influences to purchase intention while vanity has a moderating effect on these two paths.

Figure 3.4: The Research Model of the m-commerce and Brand Equity to the Purchase Intention.
Wang and Li (2012) have developed the model of factors that are influencing mobile services adoption: a brand-equity perspective. *Internet Research.* 22(2), 142-179.

Wang and Li (2012) have developed the model of factors that are influencing mobile services adoption. The main purpose of this study is to investigate the relationship among key m-commerce attributes, core brand-equity components and consumer behaviors. The m-commerce attributes include usability, personalization, identifiability and perceived enjoyment and the core brand-equity includes brand loyalty, perceived quality, brand awareness and brand associations.

The result shows that the mobile service attribute of usability, personalization, identifiability, and perceived enjoyment has significant positive effect on the brand equity factors (brand loyalty, perceived quality, brand awareness and brand associations). Otherwise, the finding also finds there is a direct positive effect between brand equity and customers’ intention to purchase mobile value-added services.
3.2 Conceptual Framework

This modified conceptual framework is shaped mainly based on the four models of theoretical frameworks as shown in Figure 3.1, 3.2, 3.3, and Figure 3.4. The researcher in this study has adopted some variables which affect the customer purchase intention and customer repurchase intention, and applied in order to achieve the research objectives in the study. The modified conceptual framework is presented below in:

Figure 3.5: Conceptual Framework of Factors Affecting the Customer Repurchase Intention of iPhone

In this study, there are six independent variables (attitude, satisfaction, trust, price perception, brand awareness and social influence) and one dependent variable (Repurchase intention). Furthermore, the researcher also intended to test the relationship of three independent variables (Attitude, Satisfaction, Trust) on the right side of this framework and it was supported by the previous studies Ha et al., (2010).
All the variables were identified by the previous study and the researcher has adopted linkage of them to form of this framework.

3.3 Research Hypothesis:

Based on the conceptual framework, the researcher developed the following ten hypotheses to investigate the factors affecting the repurchase intention of iPhone:

**Hypothesis 1:**
H1₀: There is no significant relationship between social influence and repurchase intention.
H1₁: There is a significant relationship between social influence and repurchase intention.

**Hypothesis 2:**
H2₀: There is no significant relationship between price perception and repurchase intention.
H2₁: There is a significant relationship between price perception and repurchase intention.

**Hypothesis 3:**
H3₀: There is no significant relationship between brand awareness and repurchase intention.
H3₁: There is a significant relationship between brand awareness and repurchase intention.
Hypothesis 4:
H4₀: There is no significant relationship between attitude and repurchase intention.
H4ₐ: There is a significant relationship between attitude and repurchase intention.

Hypothesis 5:
H5₀: There is no significant relationship between satisfaction and repurchase intention.
H5ₐ: There is a significant relationship between satisfaction and repurchase intention.

Hypothesis 6:
H6₀: There is no significant relationship between trust and repurchase intention.
H6ₐ: There is a significant relationship between trust and repurchase intention.

Hypothesis 7:
H7₀: There is no significant relationship between satisfaction and attitude.
H7ₐ: There is a significant relationship between satisfaction and attitude.

Hypothesis 8:
H8₀: There is no significant relationship between satisfaction and trust.
H8ₐ: There is a significant relationship between satisfaction and trust.

Hypothesis 9:
H9₀: There is no significant relationship between trust and attitude.
H9ₐ: There is a significant relationship between trust and attitude.

3.4 Operationalization of The Variables

Table 3.1: Operational measurements of the Variables

- 50 -
<table>
<thead>
<tr>
<th>Variables</th>
<th>Operational Definition</th>
<th>Operational Component</th>
<th>Measurement Scale</th>
</tr>
</thead>
</table>
| Satisfaction | Individual’s feelings of pleasure or disappointment resulting from comparing the perceived performance or outcomes in relation to his or her expectation (Kolter, 2000). | - My decision to purchase iPhone was a wise one.  
- I feel good about my decision to purchase the iPhone.  
- I am pleased that I purchased iPhone.  
- I would positively recommend the iPhone to other people. | Interval          |
| Trust      | Trust is conceptualized as “a belief, in keeping with the tenets of social psychology research, or as willingness or behavioral intention” (Hess, 1995) | - iPhone appears to be more trustworthy than other brand I have bought.  
- iPhone seems professional in the smartphone industry.  
- Based on my experience with purchasing iPhone, I know it keeps its promises to customers.  
- The quality of iPhone is trustworthy.  
- In general, I trust iPhone. | Interval          |
| Attitude   | Attitude as “relatively global and enduring evaluation of an object, issue, person, or action” (Hoyer and MacInnis 1997). | - I feel beneficial to buy iPhone  
- I am enjoyable to buy iPhone.  
- I am willing to rebuy iPhone | Interval          |
| **Price Perception** | the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (Zeithaml, 1988) | • The price of the new model is appropriate relative to its performance.  
• The price of the new iPhone meets my expectations.  
• The price of the new iPhone is good value for money comparing to other phones. | Interval |
|----------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------|----------|
| **Social Influence**  | The way other people affect one’s belief, feelings, and behavior (Mason et al., 2007)          | • My friends and I tend to rebuy iPhone.          
• Before repurchasing a smartphone, it is important to know what brands will make good impression on others.  
• I tend to pay attention to what smartphone others are using.  
• I would rebuy iPhone if it helped me fit in with my social group better. | Interval |
| **Brand Awareness**   | The strength of the trace of a brand in consumer memory, as reflected by the consumers’ ability to identify the brand among of different conditions (Aaker, 1991) and Baker et al., (2010) | • I have heard a lot about iPhone before my last purchasing.  
• Many people know the iPhone.  
• I can recognize this brand (Apple) among other competing brands.  
• So long as smartphone is mentioned, I will think of iPhone immediately. | Interval |
| **Repurchase intention** | The individual’s judgments about buying again a designated product from the same seller, taking into account | • If I could, I would like to continue buying new version of iPhone.  
• If being asked to choose again, I still choose iPhone.  
• I wouldn’t consider about other brand’s smartphone. | Interval |
Chapter 4

RESEARCH METHODOLOGY

In this chapter, the researcher will discuss the research method used for collecting the data for this study. This chapter consists of six parts; the first describes the research methods that used in this study, the second part, presents the target population and sample size, the third part shows the data collection procedure, while the fourth discussed the research instrument, the fifth part shows the pretest using Cronbach’s Alpha test to evaluate the reliability of the questions from each variable; finally, the researcher analyzes the data and outlines the statistics which have been employed in this research in the last part.

4.1 Research Method

In this study the researcher applied descriptive research method to describe or interpret the characteristics of the population in each situation (Sekaran, 1992). The main objective of descriptive research method was to prepare the answers for who, when, where, what and how (Zikmund, 2003). Therefore, descriptive research is for proving as systematic description as accurate as possible; furthermore, the descriptive method only describes the factual substance and does not create the new factors. In this research, the relationships among the factors were related to the repurchase intention of iPhone has been discussed.

In addition, the survey method is also applied in this research. Survey technique is defined as a research technique in which information is gathered from a sample of
people by use of questionnaire (Zikmund, 2000). Pickcard (2007) also suggested that one of the common collection tools for surveys is a questionnaire. This technique provides quick, inexpensive, efficient, and accurate means of assessing information about the population (Zikmund, 2000).

The researcher distributed self-administered questionnaires for this study. The self-administered questionnaire is a data collection technique in which the questions need the respondents to complete (read and answer) all questions by themselves (Saunders et al, 2007).

4.2 Research Design

4.2.1 Target Population

Target population refers to the complete group of specific population that is relevant to the research project (Zikmund, 2003). This research is conducted to examine the marketing factors which affect the consumer’s repurchase intention to iPhone in Kunming, Yunnan province, China. Therefore, the target population of this research were the current customers of iPhone. According to the survey, there were 24 authorized dealers of iPhone in Kunming. (http://www.apple.com.cn/12/06/2012)

Figure 4.1: The Age Structure of iPhone Users in 2011, China.
As Figure 4.1 showed the highest percentage of the iPhone users age was 25-34 years old which account for 56.2%, followed by 18-24 years old at 26.5%, the 35-44 years old at 13.7%, only 2.3% were aged over 45 years old and 1.3% were aged below 18 years old, respectively.

Figure 4.2 Administrative Divisions of Yunnan
As the Figure 4.2 shows, the most populated city is Kunming with a population of 6,432,000. Second is Qujing with population of 5,855,000. The third is Yuxi with a population of 2,304,000. In this study, the researcher only focused on the most populated city because it was representative of Yunnan province.

Figure 4.3 The Location of Kunming in China
Kunming is the capital and largest city of Yunnan province in southeast China. It is a political, economic, communications and cultural centre of Yunnan and important tourist commercial city. The headquarters of many of Yunnan’s large business are in Kunming as well. Kunming has an area of 21,473 square kilometers with a total population of 6,432,212.

According to the survey, there are five major commercial areas in this urban city of Kunming. Commercial area has defined as the radius of business circle between 250-500 meters is core business district, radius of less than 1000 meters for the central business district, the followed outside is the outer business district. The location of these 5 major commercial areas are mark in the map above with numbers. 1. San shijie. 2. Qing nianlu, 3. Bait a lu, 4. Xiao xi men, 5. Kun du.
Table 4.1: The Top 5 of Commercial Building Base on the Leasing Price/square meter/monthly and Visitor Flow Rate/day in Kunming, China, 2011.

<table>
<thead>
<tr>
<th>Ranking</th>
<th>The name of Top 5 commercial building (Plaza, Department store, Emporium)</th>
<th>Location in Kunming</th>
<th>Visitor flow rate/Day</th>
<th>Price (RMB)/m²/Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Century Plaze</td>
<td>San shi jie</td>
<td>40,000</td>
<td>450</td>
</tr>
<tr>
<td>2</td>
<td>Bolian Plaza</td>
<td>San shi jie</td>
<td>35,000</td>
<td>310</td>
</tr>
<tr>
<td>3</td>
<td>Kunbaida Department Store</td>
<td>San shi jie</td>
<td>30,000</td>
<td>290</td>
</tr>
<tr>
<td>4</td>
<td>Daguan Plaza</td>
<td>Xiao xi men</td>
<td>30,000</td>
<td>280</td>
</tr>
<tr>
<td>5</td>
<td>Bahui Emporium</td>
<td>Xiao xi men</td>
<td>27,000</td>
<td>230</td>
</tr>
</tbody>
</table>


Table 4.1 shows the information about the Top 5 ranking of building leasing and the visitor flow rate at the five major commercial areas in Kunming. Top 5 of them have been chosen as target sampling on the basis of the location, higher leasing fee and higher visitor flow rate, so the questionnaire will distribute at the top 5 ranking: Century Plaze, Bolian Plaza, Kunbaida Department Store, DaguanPlaze and Baihui Emporium. According to the Figure 4.1, the majority iPhone users are concentrated in the age between 25-34 years old. From the research, the top 5 rankings have a high density of youth population, so the more accurate data has been obtaining from the top 5 ranking will be suited for this research.

4.2.2 Sample Units

Zikmund (2003) has defined the sampling unit as a single element or group of elements subjected to selection in the sample. Sample study was selected from the top 5 ranked buildings. Based on the data from the research, the researcher distributed all the questionnaire in the selected top 5 ranked buildings. (Century Plaza, Bolian Plaza,
Kunbaida Department Store, Daguan Plaza and Baihui Emporium). The samples of this study were the people working or visiting around those top 5 buildings who were considered to be respondents.

4.2.3 Determining the Sample Size

To determine the sample size, the research referred to previous studies, which means the number of elements to be included in the study. Therefore, the researcher used the following formula to calculate the sample size of this research; by estimating the proportion, the sample size is determined with 95% confidence level and .05 sampling error.

\[
n = \frac{Z^2 p q}{E^2}
\]

Or

\[
n = \frac{Z^2 p (1 - p)}{E^2}
\]

Where

\[
n = \text{the number of sample size}
\]

\[
Z = \text{the level of confidence which the standard error units is set as 95% in percentage.}
\]

\[
P = \text{estimated population proportion of success that is assumed as 50% (maximum variability) in percentage (Israel, 1992).}
\]

\[
q = 1 - p \text{ estimated population proportion of failures}
\]

\[
E = \text{the maximum allowable error of the actual proportion compare with the sample proportion. It is set as 5% in percentage.}
\]

Therefore, the following result indicates the total sample size of this research.

\[
N = \frac{Z^2 p (1 - p)}{E^2}
\]

\[
= \frac{(1.96)^2 (0.5)(1-0.5)}{0.05^2}
\]
The researcher will 400 respondents to get the primary data at 5 sample areas. Bartlett et al., (2001) stated that a design using a large sample size will avoid errors. Therefore, in order to achieve the specified reliability of results, the sample size must be rounded upwards (McClave et al., 2004).

4.2.4 Sampling Procedure

Sampling is a process that uses a part of the whole population in order to do a conclusion representing the whole population (Zikmund, 2003). This study use non-probability sampling technique. Zikmund (2003) mentioned that the non-probability sampling technique is the sampling technique in which the units of the sample are chose based on personal judgment or convenience. For this study, the researcher applied purposive sample, quota sampling and convenience sampling for sampling procedure, the detail information are shown as below:

**Step 1- Judgment sampling:** Zikmund (2003) explained that the judgment or purposive sampling is a non-probability sampling technique in which an experienced individual selects the sample based on the judgment about he some appropriate characteristics required for the sampling member. This research is focus on the customer of iPhone. So, the sample for this study collected based on the information from Table 4.1. Five building has been choosing for the target sampling and the people who working, visiting over those 5 buildings will be distribute the questionnaire.

**Step 2- Quota sampling:** Quota sampling technique has been applied to calculate the
proportion of sample size for each selected location. As Zikmund (2003) mentioned that quota sampling is a sampling method to obtain representative data from a group, which share certain characteristics as research desired from sampling population. Quota sampling has the advantage of being quick, less costly, and convenient during the data collecting procedure. The study focused on the top 5 ranked commercial buildings and collected data from approximately $400/5=80$ in each building, the proportion is shown in Table 4.1

<table>
<thead>
<tr>
<th>Location</th>
<th>Amount (person)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Century Plaze</td>
<td>80</td>
</tr>
<tr>
<td>Bolian Plaza</td>
<td>80</td>
</tr>
<tr>
<td>Kunbaida Department Store</td>
<td>80</td>
</tr>
<tr>
<td>Daguan Plaza</td>
<td>80</td>
</tr>
<tr>
<td>Baihui Emporium</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

**Table 4.2 Number of Questionnaire Distributed in Each Selected Location**

**Step 3- Convenience sampling**: The researcher applied convenience sampling to gather the information or data through the questionnaires. Convenience sampling is conceptualized as one of the non-probability sampling methods (Zikmund, 2000). Convenience sampling refers to a sampling by obtaining the information from target population who are mostly conveniently available to contribute to the study (Zikmund, 2003). It is recognized to be an effective and quick approach to collect information (Hair et al., 1998). In order to reduce the errors of results, the investigator has to explain the questions to the respondents for better understanding of the questionnaire when they have some problems. Furthermore, the selected people must find it
conveniently and be available to answer the questionnaire.

4.3 Data Collection Procedures

Both primary data and secondary data have been applied in this study for obtaining precise data. According to Zikmund (2000), primary data is the information collected for the research project in this study. Therefore, primary data was collected by the researcher and 5 hired employees. The researcher will explain the details of questionnaire seriously to those five employees before distributing the questionnaire. The main purpose of this is to make sure the accuracy of information contributes to this study. The time will start at 9.00 a.m. to 5.00 p.m on weekend September 1st, 2012 until December 1st, 2012 or till the total sample size was achieved.

Besides, secondary data was collected from previous empirical studies, textbooks, websites, journals and related articles to support this research. Gauri et al., (2005) has defined that secondary data was collected by the other researchers for the same or different purposes.

4.4 Research Instrument and Questionnaire

In this study, questionnaires were used for the analysis of the factors affecting the repurchase intention. In order to achieve the objectives, the questionnaire was considered to be most quick and efficient compared to other methods. The questionnaire was developed based on the conceptual framework and previous studies. It gives a clear idea for the purpose of this study and makes respondents to easily understand them. There are four parts involved in the questionnaire and the questionnaire is divided into both English and Chinese language version.

Part I-Screening Question

Screening question is the first part of the questionnaire which has two answers:
“Yes” or “No”. This aims to screen the respondents who had purchased an iPhone.

**Part II-Factor affecting the customer’s repurchase intention.**

This part has been designed to determine the factors affecting the customer’s repurchase intention and to measure the level of their basic thinking by using a 5-points Likert Scale. Zikmund (2003) mentioned that the Likert scale is a type of survey question that the respondents are asked to rate their level of agreement with a given statement. The statistical level has set as follow manner:

1. Strongly disagree
2. Moderately disagree
3. Neutral
4. Moderately agree
5. Strongly agree

There are totally 23 questions in this part that respondents should be answers base on their own opinion.

**Part III-Repurchase intention**

It was designed to explore the degree of repurchase intention of the customer. These questions included 3 statements using as 5-points likert Scale. The statistical level has set as follow manner:

1. Strongly disagree
2. Moderately disagree
3. Neutral
4. Moderately agree
5. Strongly agree

**Part VI-Demographic Characteristic**
This part was designed to identify the demographic characteristic and personal information such as gender, age, status, education, etc. The respondents were asked general information about themselves in a close-ended question format. A close-ended question means that respondents are given specific limited choices and asked to select the one closest to their individual perception (Zikmund, 2003).

4.5 Pretest

The research has been conducted to study in order to determine if the questionnaires were suitable to collect data or to verify the reliability of questionnaires for further research. Moreover, Lewicki et al. (2003) also mentioned that a pretest helps the researcher to check and adjust the questions for the purpose of the total understanding of questionnaire by the respondents.

To conduct the pretest, the Cronbach’s Alpha Test is considered as a common tool to measure the reliability of all questions in the questionnaire (Garson, 2002). So, the Cronbach’s coefficient Alpha scale has been applied to test the reliability of the questionnaires. According to Vanichbancha (2000), the number of trial surveys should include at least 25 respondents. There were 50 respondents who participated in the pretest for this research at random in those 5 areas starting on 20, June, 2012 until the total sample size was achieved. The SPSS program will help to find out the value of reliability by using Cronbach’s Coefficient Alpha test. Sekaran (1992) suggested that the variables are considered to be reliable only as the value is equal or more than 0.6, in contrast, the variables will be considered unreliable when the value is less than 0.6. The results of the reliability test are shown in Table 4.2

Table 4.3: Reliability Test Result

<table>
<thead>
<tr>
<th>Questionnaire Components</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 64 -
According to the pretest results, the researcher found that all Cronbach’s alpha for all variables in this study were greater than the value of 0.6. Therefore, the questionnaire used in this study was reliable since all alpha scores were more than 0.6.

4.6 Statistical Treatment of Data

All of the data from the questionnaire will be analyzed in this part by using SPSS program. In this study, the research applied both descriptive and inferential analysis to test the information of respondent and research hypotheses. Details of the statistical method applied in this study are shown below.

4.6.1 Descriptive Analysis

The descriptive statistics is regarded as the statistics used to describe or summary information about a sample or target population (Zikmund, 1997). It can provide some information which the research care about such as frequency, percentage distribution, average and mean. In the present study, the descriptive analysis was used to describe the demographic characteristics of the target population within gender, age, education and income level of the customers.

4.6.2 Pearson Product Moment Correlation of Coefficient

The researcher also applied the Pearson product moment correlation coefficient in order to test all the hypotheses in this study. The main purpose of this was to identify
the strength of linear relationships between two variables. The data must be interval or ratio status and normally distributed. Zikmund (2003) indicated that the formula for calculating the correlation coefficient (r) for the variables X and Y is as follows:

\[ r_{xy} = r_{yx} = \frac{\sum (X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum (X_i - \bar{X})^2 \sum (Y_i - \bar{Y})^2}} \]

Where \( r_{xy} \) = The correlation coefficient between x and y

\( X_i \) = The individual’s score on the X variable

\( Y_i \) = The individual’s score on the Y variable

\( \bar{X} \) = Sample means of X

\( \bar{Y} \) = Sample means of Y

According to the McClave et al. (1997), the Pearson product moment correlation coefficient, r, ranges from +1.0 to –1.0. When the value of r is 1.0, there is a perfect positive linear relationship. When the value of r is -1.0, there was a perfect negative linear relationship. Whereas, then the r value was near or equal to 0, it indicated that there was no relationship between the two variables.

Table 4.4 R-value and the Measurement of the Strength of Association

<table>
<thead>
<tr>
<th>Correlation (r)</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Perfect positive linear association</td>
</tr>
<tr>
<td>0</td>
<td>No linear association</td>
</tr>
<tr>
<td>-1</td>
<td>Perfect negative linear association</td>
</tr>
<tr>
<td>0.90 to 0.99</td>
<td>Very high positive correlation</td>
</tr>
<tr>
<td>0.70 to 0.89</td>
<td>High positive correlation</td>
</tr>
<tr>
<td>0.4 to 0.69</td>
<td>Medium positive correlation</td>
</tr>
<tr>
<td>0 to 0.39</td>
<td>Low positive correlation</td>
</tr>
<tr>
<td>0 to -0.39</td>
<td>Low negative correlation</td>
</tr>
<tr>
<td>-0.40 to -0.69</td>
<td>Medium negative correlation</td>
</tr>
<tr>
<td>Null Hypothesis</td>
<td>Null Hypothesis description</td>
</tr>
<tr>
<td>-----------------</td>
<td>--------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>H1o</td>
<td>There is no significant relationship between social influence and repurchase intention</td>
</tr>
<tr>
<td>H2o</td>
<td>There is no significant relationship between price perception and repurchase intention</td>
</tr>
<tr>
<td>H3o</td>
<td>There is no significant relationship between brand awareness and repurchase intention</td>
</tr>
<tr>
<td>H4o</td>
<td>There is no significant relationship between attitude and repurchase intention</td>
</tr>
<tr>
<td>H5o</td>
<td>There is no significant relationship between satisfaction and repurchase intention</td>
</tr>
<tr>
<td>H6o</td>
<td>There is no significant relationship between trust and repurchase intention</td>
</tr>
<tr>
<td>H7o</td>
<td>There is no significant relationship between</td>
</tr>
</tbody>
</table>


4.7 **Summary of Statistical Tools Used in Testing Hypotheses**

In Pearson Correlation Coefficient test, SPSS would provide the p-value for the two-tailed hypothesis test. The significance level in this test was 0.01. if the p-value was less than 0.01, the null hypothesis would be rejected. Otherwise the null hypothesis would fail to reject, as that were means there were no relationship between two variables.

**Table 4.5 Summary of Statistical Tools Used in Testing Hypotheses.**

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>Null Hypothesis description</th>
<th>Statistical Technique Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1o</td>
<td>There is no significant relationship between social influence and repurchase intention</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>H2o</td>
<td>There is no significant relationship between price perception and repurchase intention</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>H3o</td>
<td>There is no significant relationship between brand awareness and repurchase intention</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>H4o</td>
<td>There is no significant relationship between attitude and repurchase intention</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>H5o</td>
<td>There is no significant relationship between satisfaction and repurchase intention</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>H6o</td>
<td>There is no significant relationship between trust and repurchase intention</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>H7o</td>
<td>There is no significant relationship between</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>H8o</td>
<td>There is no significant relationship between satisfaction and trust.</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>-----</td>
<td>---------------------------------------------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>H9o</td>
<td>There is no significant relationship between trust and attitude</td>
<td>Pearson Correlation</td>
</tr>
</tbody>
</table>
In this chapter, the researcher will illustrate the data analysis process and conclude the results of the analysis. The whole analysis process highly depends on the SPSS program. All the data which had been analyzed was obtained from the top five selected commercial buildings in Kunming, China. The information will be generated into three sections. The first section was descriptive analysis; it gives details about the respondents’ demographic factors. The second section is the analysis of the statistics identifying the data in terms of frequency, percentage, and mean. The third section is hypothesis testing, in which the researcher applied the appropriate
means of the software programs. Each of the hypotheses has been tested by using the relevant statistical test.

5.1 Descriptive Statistics of the Study

Descriptive statistics is a kind of statistics which is used to describe or sum up the fundamental state of the collected data. It allows the people to get a better understanding of the data analysis results (Davis, 1996). Another previous researcher, Zikmund (2003), also defined descriptive statistics as raw data transformation which will generate a way of understanding the collection of data. The most common output forms of descriptive statistics are frequency distribution, average and percentage distribution.

5.1.1 Frequency and Percentage Distribution of Respondents’ Demographic Characteristics

Four elements of respondents’ demographic information were collected. They were gender, age, education and income per month. The following tables list all the different variables.

5.1.1.1 Gender

Table 5.1: The Analysis of Age Level by Using Frequency and Percentage

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>male</td>
<td>177</td>
<td>44.3</td>
<td>44.3</td>
<td>44.3</td>
</tr>
<tr>
<td>female</td>
<td>223</td>
<td>55.8</td>
<td>55.8</td>
<td>100.0</td>
</tr>
</tbody>
</table>
From Table 5.1, the results showed that the highest percentage of respondents’ were female with 55.8% (223), while 44.3% (177) of the total population were male. Thus, the majority group in this sample population were female.

5.1.1.2 Age Level

Table 5.2: Age Category (Years)

<table>
<thead>
<tr>
<th>Age level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid 18-24</td>
<td>109</td>
<td>27.3</td>
<td>27.3</td>
<td>27.3</td>
</tr>
<tr>
<td>25-34</td>
<td>242</td>
<td>60.5</td>
<td>60.5</td>
<td>87.8</td>
</tr>
<tr>
<td>36-44</td>
<td>41</td>
<td>10.3</td>
<td>10.3</td>
<td>98.0</td>
</tr>
<tr>
<td>41-50</td>
<td>8</td>
<td>2.0</td>
<td>2.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.2 shows that the highest percentage of respondents’ were aged between 25 and 34 (60.5%) while 27.3% (109) were 18-24, 10.3% (41) were 36 to 44 and 2.0% (8) were 41 to 50.

5.1.1.3 Education Levels

Table 5.3: Education Status

<table>
<thead>
<tr>
<th>Education level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid high school graduate and below</td>
<td>53</td>
<td>13.3</td>
<td>13.3</td>
<td>13.3</td>
</tr>
<tr>
<td>bachelor</td>
<td>261</td>
<td>65.3</td>
<td>65.3</td>
<td>78.5</td>
</tr>
</tbody>
</table>
The results from Table 5.3 show that the majority of interviewers had a Bachelor Degree, (65.3% or 261 people), 17.5% or 70 people had Master, while 13.3% or 53 people were high school graduates and below, while only 16 people or 4.0% of total had an education level above master degree.

### 5.1.1.4 Income Status

**Table 5.4: Income per Month (Yuan)**

<table>
<thead>
<tr>
<th>Income level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than 1,000 yuan</td>
<td>47</td>
<td>11.8</td>
<td>11.8</td>
<td>11.8</td>
</tr>
<tr>
<td>1,000-2,000 yuan</td>
<td>73</td>
<td>18.3</td>
<td>18.3</td>
<td>30.0</td>
</tr>
<tr>
<td>2,001-3,000 yuan</td>
<td>136</td>
<td>34.0</td>
<td>34.0</td>
<td>64.0</td>
</tr>
<tr>
<td>3,001-4,000 yuan</td>
<td>77</td>
<td>19.3</td>
<td>19.3</td>
<td>83.3</td>
</tr>
<tr>
<td>4,001-5,000 yuan</td>
<td>42</td>
<td>10.5</td>
<td>10.5</td>
<td>93.8</td>
</tr>
<tr>
<td>more than 5,000 yuan</td>
<td>25</td>
<td>6.3</td>
<td>6.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The result from Table 5.4 presented the monthly income of the respondents. A
total number of 136 (34%) people earn between 2,001 to 3,000 Yuan per month followed by 77 (19.3%) of respondents who earn between 3,001 to 4,000 Yuan per month. 73 (18.3%) respondents earn between 1,000 to 2,000 Yuan per month. 47 (11.8%) respondents earn less than 1,000 per month, 42 (10.5%) respondents earn between 4,001 to 5,000 Yuan per month and only 25 (6.3%) people earn every month more than 5,000 Yuan per month.

5.1.2 Descriptive Statistics of the Factor Affecting on Customer Repurchase Intention

The following table shows the variables that affecting customer repurchase intention, by using mean and standard deviation. The five point Likert scale was used for testing the level of agreement or disagreement in the research.

5.1.2.1 Social Influence on Repurchase Intention

Table 5.5: Social Influence on Repurchase Intention

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>My friends and I tend to rebuy iPhone</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.30</td>
<td>1.087</td>
</tr>
<tr>
<td>Before repurchasing a smartphone, it is important to know what brands will make good impression on others.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.60</td>
<td>1.062</td>
</tr>
<tr>
<td>I tend to pay attention to what other smartphone others are using.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.00</td>
<td>1.017</td>
</tr>
</tbody>
</table>
From Table 5.5, the factor “Before repurchasing a smartphone, it was important to know what brands will make a good impression on others” which had the highest mean with 3.60, which can be understood as the respondents agree with this statement. The total average mean was 3.12, which indicates that respondents agree that brand plays an important role before repurchasing a smartphone. However, the factor "I would rebuy iPhone if it helped me fit in with my social group better" has the lowest mean with 2.96, which can be understood as the respondents neither disagree nor agree with this statement.

5.1.2.2 Price Perception on Repurchase Intention

Table 5.6: Price Influence on Repurchase Intention

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The price of the new model is appropriate relative to its performance.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.15</td>
<td>.915</td>
</tr>
<tr>
<td>The price of the new iPhone meets my expectations.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.39</td>
<td>.927</td>
</tr>
<tr>
<td>The price of the new iPhone is good value for money comparing to other phones.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>2.81</td>
<td>1.009</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.6 shows that the factor “The price of the new iPhone meets my expectations.” has the highest mean of 3.39, which means that the respondents only slightly agree with this statement. The average mean in this section was 3.11, which
suggests that the price has little influence on repurchasing iPhone.

5.1.2.3 Brand Awareness on Repurchase Intention

Table 5.7: Brand Awareness Influence on Repurchase Intention

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have heard a lot about iPhone before my last purchasing.</td>
<td>400</td>
<td>2</td>
<td>5</td>
<td>4.16</td>
<td>.778</td>
</tr>
<tr>
<td>Many people know iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.80</td>
<td>.906</td>
</tr>
<tr>
<td>I can recognize this brand (Apple) among other competing brands.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.57</td>
<td>.994</td>
</tr>
<tr>
<td>So long as smartphone is mentioned, I will think of iPhone immediately.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.40</td>
<td>1.090</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.7 illustrates that the highest mean came from the factor, I have heard a lot about iPhone before my last purchase., it got 4.16 which is more than 3, so it can be understood that the respondents moderately agree that iPhone is well-known by the customers. The average mean is this part was 3.73; it was also more than 3,
so it suggests that respondents moderately agree with the statement that iPhone has a higher brand awareness to customers.

5.1.2.4 Attitude Influence on Repurchase Intention

Table 5.8: Attitude Influence on Repurchase Intention

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel beneficial to buy iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.57</td>
<td>.893</td>
</tr>
<tr>
<td>I am enjoyable to buy iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.33</td>
<td>.940</td>
</tr>
<tr>
<td>I am willing to rebuy iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.20</td>
<td>1.187</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to Table 5.8, the highest mean was the factor, I feel it is beneficial to buy an iPhone, which got 3.57. The result can be defined as the respondents really agree with this statement. The average mean in this part was 3.37, so the respondents believe that a positive attitude was an antecedent of repurchasing iPhones.

5.1.2.5 Satisfaction Influence on Repurchase Intention

Table 5.9: Satisfaction Influence on Repurchase Intention
Table 5.9 shows that the largest mean was for the factor, My decision to purchase iPhone was a wise one, with 3.63. This number shows that the respondents totally agreed with this statement. The average mean in this part was 3.42, which indicates that the respondents were really satisfied in purchasing iPhone.

5.1.2.6 Trust Influence Repurchase Intention

Table 5.10: Trust Influence on Repurchase Intention
Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone appears to be more trustworthy than other brand I have bought.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.69</td>
<td>1.018</td>
</tr>
<tr>
<td>iPhone seems professional in the smartphone industry.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.70</td>
<td>1.057</td>
</tr>
<tr>
<td>Based on my experience with purchasing iPhone, I know it keeps its promises to customers.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.29</td>
<td>.902</td>
</tr>
<tr>
<td>The quality of Apple’s iPhone is trustworthy.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.32</td>
<td>.951</td>
</tr>
<tr>
<td>In general, I trust iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.39</td>
<td>.951</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The highest score in Table 5.10 was for the factor, iPhone seems professional in the smartphone industry, which got 3.70. It is more than 3, and means that the respondents fully agree with this statement. The mean in this part was 3.45, so respondents entirely trust the iPhone and its service.

5.1.2.7 Repurchase Intention of iPhone

Table 5.11: Customer Repurchase Intention of iPhone

Table: 5.11 Repurchase Intention of iPhone
### Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>If I could, I would like to continue buying the new version iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.28</td>
<td>1.058</td>
</tr>
<tr>
<td>If being asked to choose again, I still choose iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.39</td>
<td>.997</td>
</tr>
<tr>
<td>I wouldn’t consider about other brand’s smartphone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>2.50</td>
<td>1.191</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.11 shows the average mean of each question contained in this part. The highest mean regarding repurchase intention was 3.39 for the factor “If being asked to choose again, I shall still choose iPhone”, whereas the lowest was 2.50 for the factor “I wouldn’t consider about other brand smartphones”. The average mean in this part was 3.1, which means that respondents were likely to rebuy the iPhone only slightly.

### 5.2 Reliability Analysis of the Questionnaire

The researcher distributed 400 questionnaires to the target respondents who were users of iPhone in selected top 5 commercial buildings in Kunming, China during the period of 1st September, 2012 until 1st December, 2012. The researcher used Cronbach’s (α) (introduced in Chapter IV) to investigate the reliability of each construct in the questionnaire. All of the data reached the minimum number of 0.6. According to previous studies, the questionnaire used for this research was reliable and consistent (Sekaran, 1992).

**Table 5.12 Reliability Results**
Table 5.12 showed that price perception had the highest reliability with 0.884, and the second one was trust with 0.858, followed by satisfaction with 0.816, followed by repurchase intention with 0.750, followed by attitude with 0.740, followed by society with 0.671 and the lowest was brand awareness with 0.644.

### 5.3 Hypothesis Testing

Hypothesis testing was used to determine the probability of a given hypothesis being true or not (Lind, Marchal & Wathen, 2005). This research examined the relationship between each variable by using the Pearson Correlation Coefficient. Table 4.4 describes the R-value and strength of association. All hypotheses were followed by the measurement which was used in Chapter IV.

#### Hypothesis 1:

H1$_{0}$: There was no significant relationship between social influence and repurchase intention.

H1$_{a}$: There was a significant relationship between social influence and repurchase intention.
Table 5.13: The Analysis Between Social and Repurchase Intention

<table>
<thead>
<tr>
<th></th>
<th>meansocial</th>
<th>meanrepurchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td>.587**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

In Table 5.13, the results indicate that the sig. level of social and repurchase intention was 0.00 which was less than 0.01, and so the null hypothesis was rejected. Thus, there was a relationship between social and repurchase intention at the 0.01 significance level. The correlation (r) of this relationship was .587, according to the r-value and strength of association. This can be defined as a medium positive correlation between these two variables.

Hypothesis 2:

H2₀: There was no significant relationship between price perception and repurchase intention.

H2₁: There was an significant relationship between price perception and repurchase intention.

Table 5.14: The Analysis Between Price Perception and Repurchase Intention

<table>
<thead>
<tr>
<th></th>
<th>meanrepurchase</th>
<th>meanprice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
</tbody>
</table>
As indicated in Table 5.14, the Pearson Correlation Analysis concluded that the significance level was equal to 0.00 which was less than 0.01. This means that the null hypothesis was rejected, and thus, there was a relationship between price perception and repurchase intention at 0.01 sig. levels with a correlation (r) at 0.470, it means there was a medium positive correlation between price perception and repurchase intention.

**Hypothesis 3:**

H3₀: There was no significant relationship between brand awareness and repurchase intention.

H3₁: There was a significant relationship between brand awareness and repurchase intention.

Table 5.15: The Analysis Between Brand Awareness and Repurchase Intention

<table>
<thead>
<tr>
<th></th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>meanrepurchase</td>
<td>1</td>
<td>.470**</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>meanprice</td>
<td>.470**</td>
<td>.000</td>
<td>400</td>
<td>400</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
As seen in Table 5.15, the sig. level is 0.00 which was less than 0.01 (0.00 < 0.01), so the null hypothesis was rejected. Therefore, there was a relationship between brand awareness and repurchase intention. Furthermore, because the correlation (r) of this relationship is 0.549, according to the r-value definition, it points a medium positive relationship between brand awareness and repurchase intention.

**Hypothesis 4:**

H₄ₒ: There was no significant relationship between attitude and repurchase intention.

H₄ₐ: There was a significant relationship between attitude and repurchase intention.

Table 5.16: The Analysis Between Attitude and Repurchase Intention

<table>
<thead>
<tr>
<th></th>
<th>meanrepurchase</th>
<th>meanawareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>meanrepurchase Pearson Correlation</td>
<td>1</td>
<td>.549**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>meanawareness Pearson Correlation</td>
<td>.549**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
According to Table 5.16, the significance level was 0.00, which was less than 0.01 (0.00 < 0.01). The null hypothesis will therefore be rejected, and so, a relationship between attitude and repurchase intention. At a 0.837 correlation, it suggests there was a high positive relationship between attitude and repurchase intention.

**Hypothesis 5:**

$H_{5a}$: There was no significant relationship between satisfaction and repurchase intention.

$H_{5a}$: There was a significant relationship between satisfaction and repurchase intention.

**Table 5.17: The Analysis Between Satisfaction and Repurchase Intention**

<table>
<thead>
<tr>
<th></th>
<th>meanrepurchase</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>meanattitude</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>meanrepurchase</td>
<td>0.837**</td>
<td></td>
<td>0.00</td>
<td>0.761**</td>
<td></td>
<td>0.00</td>
<td>400</td>
</tr>
<tr>
<td>meanattitude</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td>1</td>
<td>0.00</td>
<td>400</td>
</tr>
</tbody>
</table>

**Correlations**
In Table 5.17, the Pearson Correlation Analysis demonstrates that the sig. was equal to 0.00 which was less than 0.01 (0.00 < 0.01). The null hypothesis is therefore rejected. At the same time, the correlation (r) of this relationship is 0.761, which means that there was a high positive correlation between satisfaction and repurchase intention.

**Hypothesis 6:**

H₆₀: There was no significant relationship between trust and repurchase intention.

H₆ₐ: There was a significant relationship between trust and repurchase intention.

**Table 5.18: The Analysis Between Trust and Repurchase Intention**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>meanrepurchase</th>
<th>meantrust</th>
</tr>
</thead>
<tbody>
<tr>
<td>meanrepurchase Pearson Correlation</td>
<td>1</td>
<td>.722**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>meantrust Pearson Correlation</td>
<td>.722**</td>
<td>1</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
As indicated in Table 5.18, the results of the Pearson correlation analysis show that the sig. was equal to 0.00, which was less than 0.01. This means that the null hypothesis was rejected and that there was a statistical relationship between trust and repurchase intention. The correlation between trust and repurchase intention was 0.722. It means that there was a high positive relationship between trust and repurchase intention.

**Hypothesis 7:**

H7₀: There was no significant relationship between satisfaction and attitude.

H7₁: There was a significant relationship between satisfaction and attitude

**Table 5.19: The Analysis Between Satisfaction and Attitude**

<table>
<thead>
<tr>
<th></th>
<th>mean attitude</th>
<th>meansatisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>mean attitude</td>
<td>Pearson Correlation</td>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>meansatisfaction</td>
<td>Pearson Correlation</td>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>.000</td>
</tr>
</tbody>
</table>
In Table 5.19, the Pearson Correlation Analysis demonstrates that the sig. was equal to 0.00 which was less than 0.01 (0.00 < 0.01). The null hypothesis was therefore rejected. At the same time, the correlation (r) of this relationship was 0.761, which means that there was a high positive correlation between satisfaction and attitude.

**Hypothesis 8:**

H$_{8_{0}}$: There was no significant relationship between satisfaction and trust.

H$_{8_{a}}$: There was a significant relationship between satisfaction and trust.

**Table 5.20:** The Analysis Between Satisfaction and Trust

<table>
<thead>
<tr>
<th></th>
<th>meansatisfaction</th>
<th>meantrust</th>
</tr>
</thead>
<tbody>
<tr>
<td>meansatisfaction</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>400</td>
</tr>
<tr>
<td>meantrust</td>
<td>Pearson Correlation</td>
<td>.692**</td>
</tr>
</tbody>
</table>
As seen in Table 5.20, the sig. level was 0.00 which is less than 0.01 (0.00 < 0.01), so the null hypothesis was rejected. Therefore there was a relationship between satisfaction and trust. Furthermore, because the correlation (r) of this relationship was 0.692, according to the r-value definition, it points a medium positive relationship between satisfaction and trust.

**Hypothesis 9:**

H9₀: There was no significant relationship between trust and attitude.

H9ₐ: There was a significant relationship between trust and attitude.

**Table 5.21: The Analysis Between Trust and Attitude**

<table>
<thead>
<tr>
<th></th>
<th>meantrust</th>
<th>meanattitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.693**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>meanattitude Pearson Correlation</td>
<td>.693**</td>
<td>1</td>
</tr>
</tbody>
</table>
In Table 5.21, the results indicate that the sig. level of perceived price and customer value was 0.00 which was less than 0.01, and so the null hypothesis was rejected. Thus, there is a relationship between trust and attitude at the 0.01 significance level. The correlation (r) of this relationship is .693, according to the r-value and strength of association. This can be defined as a medium positive relationship between these two variables.

5.4 Summary of Hypotheses Testing Results

The researcher summarizes the results of the hypotheses testing in Table 5.22. A total of nine hypotheses (H1 to H9) were tested in correlation with the two-tailed significance of .000 which was less than .01 (.000< .01). Thus, the null hypotheses of the nine hypotheses were rejected. It means that there was a statistically significant relationship among the variables at a .01 significance level.

Table 5.22: Summary of the Results of the Hypothesis Tests

<table>
<thead>
<tr>
<th>Null Hypothesis Statements</th>
<th>Statistical Test</th>
<th>Correlation Coefficient</th>
<th>Level of Significant</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1o: There is no significance relationship between social influence and repurchase intention.</td>
<td>Pearson Correlation</td>
<td>0.587</td>
<td>0.000</td>
<td>Reject</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship Description</th>
<th>Test</th>
<th>Correlation</th>
<th>p-value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2&lt;sub&gt;0&lt;/sub&gt;</td>
<td>There is no significant relationship between price perception and repurchase intention.</td>
<td>Pearson Correlation</td>
<td>0.470</td>
<td>0.000</td>
<td>Reject H2&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H3&lt;sub&gt;0&lt;/sub&gt;</td>
<td>There is no significant relationship between brand awareness and repurchase intention.</td>
<td>Pearson Correlation</td>
<td>0.549</td>
<td>0.000</td>
<td>Reject H3&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H4&lt;sub&gt;0&lt;/sub&gt;</td>
<td>There is no significant relationship between attitude and repurchase intention.</td>
<td>Pearson Correlation</td>
<td>0.837</td>
<td>0.000</td>
<td>Reject H4&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H5&lt;sub&gt;0&lt;/sub&gt;</td>
<td>There is no significant relationship between satisfaction and repurchase intention.</td>
<td>Pearson Correlation</td>
<td>0.761</td>
<td>0.000</td>
<td>Reject H5&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H6&lt;sub&gt;0&lt;/sub&gt;</td>
<td>There is no significant relationship between trust and repurchase intention.</td>
<td>Pearson Correlation</td>
<td>0.722</td>
<td>0.000</td>
<td>Reject H6&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H7&lt;sub&gt;0&lt;/sub&gt;</td>
<td>There is no significant relationship between satisfaction and attitude.</td>
<td>Pearson Correlation</td>
<td>0.761</td>
<td>0.000</td>
<td>Reject H7&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H8&lt;sub&gt;0&lt;/sub&gt;</td>
<td>There is no significant relationship between satisfaction and trust.</td>
<td>Pearson Correlation</td>
<td>0.692</td>
<td>0.000</td>
<td>Reject H8&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H9&lt;sub&gt;0&lt;/sub&gt;</td>
<td>There is no significant relationship between trust and attitude.</td>
<td>Pearson Correlation</td>
<td>0.693</td>
<td>0.000</td>
<td>Reject H9&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
</tbody>
</table>
CHAPTER 6
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

In this chapter, the results presented in the descriptive analysis will be discussed in detail. Based on the statistical data which was collected from SPSS program in Chapter 5 and the objectives of this research, a summary of the findings, implications, discussions and conclusions will be represented. The first part of this chapter shows the summary of findings which is fully based on the hypothesis and statement of problems. The second part contains discussion of the implications of this research. The third part of this chapter presents the conclusions of this research. The last part contains the researcher's recommendations and suggestions for future studies.

6.1 Summary of Findings

The main purpose of this study was to find the relationship between the independent variables (social influence, price perception, brand awareness, attitude, satisfaction and trust) and dependent variables (repurchase intention). Furthermore, the relationship among of three independent variables (attitude, satisfaction and trust) will be also evaluated. The data was collected from 400 respondents by the researcher and all of it was used to examine the relationships in this research. The researcher decided to use descriptive statistics to test the data by using frequency and percentage. The hypothesis of this research was analyzed by product moment correlation in order to find the correlation coefficient.

6.1.1 Descriptive Analysis of Demographic Factors

There are four variables in the demographic section and they were all analyzed descriptively. They were gender, age, education status and income per month. The findings were obtained from 400 respondents. The details are presented as follows:
Table 6.1: Summary of the Demographic Factors

<table>
<thead>
<tr>
<th>Demographic Factors</th>
<th>Variables</th>
<th>Highest Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>55.8%</td>
</tr>
<tr>
<td>Age</td>
<td>25 to 34</td>
<td>60.5%</td>
</tr>
<tr>
<td>Education</td>
<td>Bachelor degree</td>
<td>65.3%</td>
</tr>
<tr>
<td>Income per Month</td>
<td>2,001 to 3,000</td>
<td>34%</td>
</tr>
</tbody>
</table>

From Table 6.1, it indicates that among 400 respondents, the majority of the respondents were female (55.8%). The highest percentage of the respondents’ age level ranged between 25 to 34 years (65.3%). The respondents who hold bachelor degree take the highest percentage accounting for 65.3%. For the respondents’ monthly household income level, the major number of the respondents (34%) had a monthly household income of between 2,001-3,000 Yuan.

6.1.2 Summary of Factors Affecting Customer Repurchase Intention

There were six variables which affected repurchase intention directly; these were Social Influence, Price Perception, Brand Awareness, Attitude, Satisfaction and Trust. All the variables can be classified into five levels labeled as strongly disagree, disagree, neither disagree nor agree, moderately agree, and strongly agree. The findings were obtained from a total 400 respondents.

Table 6.2 The Highest Average Mean of Each Independent Variable

<table>
<thead>
<tr>
<th>Variables</th>
<th>Highest Avg. Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Influence</td>
<td></td>
</tr>
<tr>
<td>Before repurchasing a smartphone, it is important to know what</td>
<td>3.60</td>
</tr>
</tbody>
</table>
brands will make good impression on others

<table>
<thead>
<tr>
<th>Price Perception</th>
<th>3.39</th>
</tr>
</thead>
<tbody>
<tr>
<td>The price of the new iPhone meets my expectations.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Awareness</th>
<th>4.16</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have heard a lot about iPhone before my last purchasing.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Attitude</th>
<th>3.57</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel beneficial to buy iPhone</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>3.63</th>
</tr>
</thead>
<tbody>
<tr>
<td>My decision to purchase iPhone was a wise one.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trust</th>
<th>3.70</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone seems professional in the smartphone industry</td>
<td></td>
</tr>
</tbody>
</table>

Table 6.2 clearly shows the results of the highest average mean of the independent variables tested. All variables were examined by using descriptive statistics analysis method using the SPSS program. According to the table above, the statement “Before repurchasing a smartphone, it is important to know what brands will make good impression on others, with a mean equal to 3.60. According to the five points likert scale, the respondents gave a response which was higher than neither agree nor disagree but lower than agree with the statement regarding brand impression seems important to social group before repurchase a smartphone.

The data also showed that “The price of the new iPhone meets my expectations.” in the variables of price perception got 3.39, which was the highest avg. mean in this part. it clearly explained that the price for the new mode of iPhone has reach to their expectation and be acceptable.

In the variable of brand awareness, the statement “I have heard a lot about iPhone before my last purchase.” got the highest mean of 4.16. Thus, it can be concluded that iPhone is well-known by most of the respondents.
The highest average mean in the variables of attitude is the statement “I feel beneficial to buy iPhone”, had a score of 3.57. This indicates that buying iPhone can get some beneficial value from the respondents aspect.

The statement " My decision to purchase iPhone was a wise one." in the variable of the satisfaction was get the highest mean with 3.63, which states purchasing iPhone is a good idea compare to purchasing other brand smartphone.

Lastly, the Table 6.2 also shows the item " iPhone seems professional in the smartphone industry" has the highest mean with 3.70 which clearly explained iPhone was professional in the smartphone industry from the respondent's consideration.

Table 6.3: The Result of Highest Average Mean of the Dependent Variable

<table>
<thead>
<tr>
<th>Variable</th>
<th>Highest Avg. Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repurchase Intention</td>
<td></td>
</tr>
<tr>
<td>If being asked to choose again, I still choose iPhone.</td>
<td>3.39</td>
</tr>
</tbody>
</table>

Table 6.3 shows the results of the highest average mean of the variables of repurchase intention. The data shows that the statement “If being asked to choose again, I will still choose iPhone.” got the highest average mean, counted as 3.39. This result indicated that some of the respondents had the intention to repurchase the iPhone, but there are still the respondents who may not be willing to repurchase the iPhone may rather choose other brands.

All the questions in the questionnaires were written as positive statements, the result that iPhone should improve the attention and retention rate in order to retain the iPhone users as much as they can.

6.1.3 Summary of Hypothesis

There were nine hypotheses set up in this research. Each hypothesis was
analyzed by using Pearson’s Product Correlation Coefficient. According to the result of the hypothesis test, all of the null hypotheses were rejected, as the significant value was less than .05 at 95% confident level and less than .01 at the 99% confidence level. It indicates that there were statistically positive relationships between these factors. The summary of the findings of nine correlation analyses are as follows:

**Hypothesis 1:** There is a significant relationship between social influence and repurchase intention. The testing results of hypothesis one showed that there is a medium positive relationship between social influence and repurchase intention as the correlation coefficient value is .587.

**Hypothesis 2:** There is a significant relationship between price perception and repurchase intention. Based on the results, hypothesis two has a medium positive relationship between price perception and repurchase intention, with a correlation (r) at 0.470.

**Hypothesis 3:** There is a significant relationship between brand awareness and repurchase intention. The Pearson correlation analysis results indicated that there is a medium positive relationship between brand awareness and repurchase intention with correlation at .549.

**Hypothesis 4:** There is a significant relationship between attitude and repurchase intention. According to the results, there is a strong positive relationship between attitude and repurchase intention at value 0.837.
**Hypothesis 5:** There is a significant relationship between satisfaction and repurchase intention. The results indicated that there is a strong positive relationship between satisfaction and repurchase intention with value of 0.761.

**Hypothesis 6:** There is a significant relationship between trust and repurchase intention. Based on the results, hypothesis six has a high positive relationship between trust and repurchase intention, with a correlation (r) at 0.722.

**Hypothesis 7:** There is a significant relationship between satisfaction and attitude. The Pearson correlation analysis results indicated that there is a strong positive relationship between brand satisfaction and attitude with correlation at .761.

**Hypothesis 8:** There is a significant relationship between satisfaction and trust. The results indicated that there is a medium positive relationship between satisfaction and trust with value of 0.692.

**Hypothesis 9:** There is a significant relationship between trust and attitude. The results indicated that there is a medium positive relationship between trust and attitude with value of 0.693.

**6.2. Discussion and Implications**

In the demographic factors, female made up the largest part of all 400 respondents. During the data collection process, the researcher found that female respondents are the larger user of iPhone than male. The data was collected from the top 5 commercial buildings which were regarded as having a high density of young
people in Kunming, China. The target respondents in this study including the working people or visitor around over there. Thus, this research also found the same result which is the most of the users of iPhone age at 25-34 years. (http://www.iimedia.cn/20/June/2012). Furthermore, 261 of total 400 respondents are holding with the bachelor degree and it is understanding that all of them have the job. Thus, it can clearly explaining the income of 2,001 to 3,000 Yuan has the largest percentage in earning money per month.

For the analysis of hypotheses testing, the nine hypotheses were processed using Pearson’s correlation coefficient to explore whether there are relationships among the variables. To achieve this, questionnaires with effective questions were used as a research instrument for this study. Moreover, According to the results of the hypotheses testing, the results of SPSS show that all of the null hypotheses of this research were rejected. The details of demographic and nine hypotheses are discussed and shown as follows:

Hypothesis 1

The results of hypothesis one shows that there was a moderate positive relationship between social influence and repurchase intention. It can conclude that people are really care about the opinion or influence from the social angle when they are going to rebuy the smarphone. This finding was confirmed by Mason et al., (2007) who defined that social influence is the way other the people affect one’s beliefs, feelings and behavior. In addition to, Bonabeau (2004) has proposed that when facing complicated amounts of information about the product, in order to reduce cognitive effort, people tend to follow others’ choices rather than making their own judgment. Likewise, social influence could affect people’s perceptions of quality and
Hypothesis 2

The researcher found that there is a medium positive correlation between price perception and repurchase intention. This result indicated that the price perception does have the influence in the decision-process as Scitovszky (1945) proposed that price can be an indicator between the amount of sacrifice needed to purchase a product and an indicator of the level of quality. Moreover, it is well accepted in behavioral pricing research that price is one of the most important informational cues consumers use in the decision making process (Helgeson & Beatty, 1987). Likewise, in the report of Keaveney (1995) that findings of more than half the customers she surveyed had switched among services or products because of poor price perceptions, her qualitative study suggests that unfavorable price perceptions may have a direct effect on customer intention to switch.

Hypothesis 3

The result of hypothesis three shows that there is a medium positive relationship between brand awareness and repurchase intention. It is implied that brand awareness plays an important role and directly affects the customer repurchase intention. Similarly, Bojei and Hoo (2012) has studied the relationship between brand awareness and repurchase intention of smartphone users in Malaysian. Finally, the researcher had found that brand awareness has a positive correlations with the repurchase intention of smartphones. This study agrees with some previous studies in which brand awareness had also been found to have a significant relationship with repurchase intention in Kim et al. (2008). Hence, it is important that the buyer has
some kind of opinion on the brand to show that they know the brand or as a feedback after using the brand (Norjaya, Mohd & Osman, 2007).

Hypothesis 4

According to the test of hypothesis four, the result shows that there was a high positive relationship between attitude and repurchase intention. It is clearly demonstrated that the more favorable the attitude more customers would like to repurchase again. This finding was also supported by the attitude theory, which suggests that the more favorable attitude a person has towards a given product/service, the more likely that person was to buy or use that product/service (Ajzen & Fishbein, 1980). Above all, many studies have shown the significant effects of attitude towards repurchase intention (Lu et al., 2003).

Hypothesis 5

In the test of hypothesis five, the results show that there was a high positive correlation between satisfaction and repurchase intention. It means the level of customer satisfaction was a very important factor to determine whether the customer will repurchase the product or not. Thus, a high level of the customer satisfaction will lead a high repurchase intention rate. However, many studies conducted on satisfaction have emphasized the positive relationship between customer satisfactions and repurchase intention (Brady et al, 2001; Cronin et al, 2000; Johnson & Fomell, 1991). Also, it was observed that the consumers who have a higher satisfaction level are more likely to re-purchase and to recommend a brand to others (Zeithaml, 1996).

Hypothesis 6
The result from hypothesis six shows that there was a high positive relationship between trust and repurchase intention. It is said that trust can create favorable belief and will decide whether the customer would like to repurchases the smartphone or not. Furthermore, Hennig-Thurau & Klee (1997) theorized that trust will play an important role in repurchasing decision. Such arguments are supported by the empirical findings of Bart et al., (2005) who find a strong relationship between trust and behavioral intent. According to Gefen et al. (2003), customers in general will avoid purchasing from the vendor whom they do not trust, or they assume that the vendors will not be ethical and behave in a socially suitable manner (i.e. trust to be bad).

Hypothesis 7, 8 and 9: To determine the relationship among of the attitude, satisfaction and trust

According to the results of hypothesis seven, eight and nine, all the null hypothesis were rejected. It means that there was a highly positive correlation between satisfaction and attitude and also there is a medium positive relationship between satisfaction and trust just as trust and attitude. Therefore, customer satisfaction is an important determinant of post-purchase attitude (Yi & La, 2004). Once a customer has been satisfied from a particular product, the customer will be more likely to generate positive attitudes. More specifically, trust has been considered as an outcome of customer satisfaction (Schurr and Ozanne, 1985). Prior research has shown that constructs of trust and satisfaction are positively correlated (Crosby et al., 1990; Yoon, 2002). The existence of a close relationship between the variables trust and satisfaction has been widely confirmed. Several authors have assumed that greater trust leads to a higher degree of satisfaction (Andaleeb, 1996; Geyskens et al., 1998;
Furthermore, if consumers are satisfied with the result of their purchases, it is more probable that they will trust their suppliers in the future (Ganesan, 1994) or opposite. Moreover, Einwiller (2003) has examined B2C e-commerce and found one’s trust and intention to be most strongly influenced by one’s trusting attitude towards the vendor. Consequently, Jarvenpaa et al., (2000) examined trust as separate influence on consumer attitudes toward an Internet store and intended shopping behavior. Utilizing a survey with 184 participants, they found trust influenced consumer attitude.

6.3 Conclusion

Since the emergence of the smartphone, which has become the article of everyday use in the daily life, smartphones have been replacing the traditional phone usage and leading a digital trend nowadays. Apparently, the numbers of smartphone users are increasing with an incredible speed and how to attract consumers and increase the retention rate is a huge question in the smartphone industry. This study aimed to find out the relationships between social influence, price perception, brand awareness, attitude, satisfaction, trust and repurchase intention. Also, to study the relationship among attitude, satisfaction and trust. The researcher collected the data from top commercial buildings in Kunming, China. The total sample size was 400 and the respondents are all the people around over those 5 buildings. In addition to, all the respondent must be the users of iPhone. All the test result are shown in table 6.5:

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: There is a significant relationship between social influence and repurchase intention.</td>
<td>0.587</td>
</tr>
<tr>
<td>H2: There is a significant relationship between price perception and repurchase intention.</td>
<td>0.470</td>
</tr>
</tbody>
</table>
H3a: There is a significant relationship between brand awareness and repurchase intention. 0.549

H4a: There is a significant relationship between attitude and repurchase intention. 0.837

H5a: There is a significant relationship between satisfaction and repurchase intention. 0.761

H6a: There is a significant relationship between trust and repurchase intention. 0.722

H7a: There is a significant relationship between satisfaction and attitude 0.761

H8a: There is a significant relationship between satisfaction and trust. 0.692

H9a: There is a significant relationship between trust and attitude. 0.693

For the demographic factors of this research, the majority of the respondents were female, aged between 25 to 34 years old, holding bachelor’s degrees and earning a monthly household income of between 2,001-3,000 Yuan.

According to Table 6.5, hypotheses 1-6 have positive relationships, which indicates that social influence, price perception, brand awareness, attitude, satisfaction and trust have a significant effect on repurchase intention. But, hypotheses four and five show particularly strong positive relationships between the variables, through hypothesis one, only showed 0.470. The strongest relationship is the relationship between attitude and repurchase intention with 0.837. It means that attitude will be an important factor to affect customer’s repurchase intention. In addition, among attitude, satisfaction and trust, all the hypothesis 7, 8 and 9 have positive relationships, but a stronger relationship existed between satisfaction and attitude at value 0.761. It was seen that attitude of the customers were more important than trust.

6.4 Recommendations
This research contributes to the knowledge within the smartphone industry and enables companies to provide a better overall performance of the iPhone, especially in Kunming, China. According to the findings, here are several recommendations that can be made to keep the retention rate and increase the sale volumes. The factors which were studied in this research namely social influence, price perception, brand awareness, attitude, satisfaction and trust have an important effect on repurchase intention. From the analysis results, all the variables have positive relationships, so the recommendations will be made dependent on the nine hypotheses.

Firstly, the research finding revealed the importance of attitude (H4), satisfaction (H5) and trust (H6) towards repurchase intention. Therefore, marketers should look deeper as the nature of the marketing involves buyers and suppliers. If a buyer is satisfied with the previous experience from the same supplier it would generate a positive attitude and increase trust and affect behavior intention as found in this study. In other words, we can say that satisfaction is an antecedent of attitude and trust, so the effective strategies to increase in the repurchase intention is to increase the satisfaction, greater the satisfaction from of consumer the greater attitude and trust will be. Moreover, from the deeper relationship between trust and satisfaction in this study, we have found that some respondent are showing dissatisfaction about the trust to the iPhone, so, the researcher would like to suggest that iPhone should improve its after sale service in order to increase the user's confidence to the iPhone. Furthermore, due to the frame of questionnaires, this study is only to find out the general satisfaction of the user, so, the researcher would like to suggest further research about the customer satisfaction including the impact on perceived and experienced quality to customer satisfaction. Once we understand the component of the overall
satisfaction there would be a push factor towards the satisfaction and eventually increase the repurchase intention.

Secondly, based on the findings of hypothesis one and three, social factor and brand awareness are other issues for the consumer to repurchase iPhone. The findings point to improvement of social influence and brand awareness in order to expand the effect and eventually keep the retention rate. However, according to the research, the people in China are concerned about social influence when making a decision. One of the issues was "vanity" which is a considerate a symbol of trend, rich, social status especially in the young people group. The researcher would like to suggest that iPhone should put effort on advertising such as TV, Internet Marketing, Billboard. The content of advertising should be in simple and easy words but with meaning. The main purpose of this is to expand the brand awareness and get more attention from the potential consumers. Once there is high brand awareness more consumers will buy the iPhone and also expand the social influence at the same time.

Thirdly, According to the hypothesis two, although there was a positive relationship towards the repurchase intention but it had the lowest score among variables. According to the research, the price of iPhone seems not a big problem for those consumers who are loyal Apple fans, but there is a question emerging as some respondents show some dissatisfaction with the price of new modes compared to its overall performance to other brands. However, the research suggests iPhones should dive into a variety of categories from high-involvement products to low-involvement products in order to satisfy all consumers demands. For example, setting high price for some kinks of high-involvement product to the Apple fans and affordable price to those consumer who are willing to commitment with iPhone.
To conclude, iPhone should pay more attention to each of the variable which affect the repurchase intention directly. In addition, how to provide more product categories with appropriate price is the key factor to determine the success of iPhone in the future.

6.5 Future Study

This study mainly paid attention to the factors of social influence, price perception, brand awareness, attitude, satisfaction and trust affecting repurchase intention. In order to improve and study the findings, many other additional researches could be conducted. Even though this research provides some useful information to providers in the smartphone industry, this topic could still be enhanced by further researches. The following suggestions will be useful for the researcher to expand to related fields.

1. This study mainly focuses on some variables that affect the customers repurchase intention. There are many other variables that may influence potential customers’ behavior such as perceived quality, ease of use, feedback of product performance, but this study could be a reference for the further study.

2. Demographics character should be studied more specifically in order to get more accurate customer behavior intention from the different groups of people. The occupation and income levels will be a very interesting topic to study the behavior intention of consumers

3. This study focuses on the consumers in Kunming who have had experience in purchasing iPhone, so it is better to understand, to a certain extent, buying characteristics of consumers in Kunming. However, different geographic
areas might have different perceptions and user behavior; hence further studies could investigate other countries or cities such as Beijing, Shanghai which are prosperous with different geographic location as big cities in China. Comparative studies could be undertaken to find out the differences between two geographic locations on repurchasing decisions of smartphones.


Journal of Marketing Communications, 6, 91-106.


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[http://www.iimedia.cn/20/June/2012](http://www.iimedia.cn/20/June/2012)
[http://upload.wikimedia.org/wikipedia/commons/thumb/9/99/Location%20of%20Kunming/20/June/2012](http://upload.wikimedia.org/wikipedia/commons/thumb/9/99/Location%20of%20Kunming/20/June/2012)
[http://thenextweb.com/asia/2012/05/23/](http://thenextweb.com/asia/2012/05/23/)
Appendix A
Questionnaire
(English Version)
Questionnaire

This questionnaire is established to obtain information for the study on “Factors affecting the customer repurchase intention to iPhone in Kunming, Yunnan”, which is contributed to MBA thesis, Assumption University conducted by Mr. fanzhun Li. Your participation and response to answer this survey by giving strictly confidential answers is much appreciated.

Part I: Screen Question:
1. Are you using iPhone?
   Yes ☐ (Please continous following response)
   No ☐ (Please no further response)

Part II: The factors affect customer repurchase intention on iPhone.
Using a scale ranging from “Strongly disagree (1)” to “Strongly agree (5)”, please indicate with each of the following statement base on your experiences.
Indicating: 1=strongly disagree 2=moderately disagree
           3=Neutral       4=moderately agree
           5=strongly agree

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Satisfaction

1. My decision to purchase iPhone was a wise one.
2. I feel good about my decision to purchase the iPhone.
3. I am pleased that I purchased iPhone.
4. I would positively recommend the iPhone to other people.

Trust

5. iPhone appears to be more trustworthy than
other brand I have bought.

6. iPhone seems professional in the smartphone industry.

7. Based on my experience with purchasing iPhone, I know it keeps its promises to customers.

8. The quality of iPhone is trustworthy.

9. In general, I trust iPhone.

Attitude

10. I feel benefit to buy iPhone

11. I am enjoyable to buy iPhone.

12. I am willing to rebuy iPhone.

Price

13. The price of the new model is appropriate relative to its performance.

14. The price of the new iPhone meets my expectations.

15. The price of the new iPhone is good value for money comparing to other phones.

Social influence

16. My friends and I tend to rebuy iPhone.

17. Before repurchasing a smartphone, it is important to know what brands will make good impression on others.

18. I tend to pay attention to what smartphone others are using.

19. I would rebuy iPhone if it helped me fit in with my social group better.

Brand awareness

20. I have heard a lot about iPhone before my last purchasing.

21. Many people know the iPhone.

22. I can recognize this brand (Apple) among other competing brands.

23. So long as smartphone is mentioned, I will think of iPhone immediately.

Part III: Repurchase intention

Using a scale ranging from “Strongly disagree (1)” to “Strongly agree (5)”, please indicate with each of the following statement base on your experiences.

Indicating: 1=strongly disagree  2=moderately disagree
3=Neutral        4=moderately agree
5=strongly agree

<table>
<thead>
<tr>
<th>Repurchase intention</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>24. If I could, I would like to continue buying new version of iPhone.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25. If being asked to choose again, I still choose iPhone.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26. I wouldn’t consider about other brand’s smartphone.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Part VI: Demographic Characteristic.

1. What is your gender?
   - Male
   - Female

2. How old are you?
   - 18-24 years old
   - 25-34 years old
   - 36-44 years old
   - More than 45 years old

4. Education Background?
   - High school graduate and below
   - Bachelor degree
   - Master degree
   - Above master degree

5. Income level (1 Dollar=6.33 Yuan)
   - Less than 1000 Yuan
   - 1,001-2,000 Yuan
   - 2,001-3,000 Yuan
   - 3,001-4,000 Yuan
   - 4,001-5,000 Yuan
   - More than 5,000 Yuan

Thank you for your co-operation!
调查问卷

介绍：此问卷是由一名在泰国易三仓大学就读 MBA 的学生以“苹果手机”为例，

主要研究由哪些因素影响消费者再次购买苹果手机的数据收集。此调查不记名，

所得资料仅供学术使用，敬请各位放心填写。你的协助将是此研究成功的关键，

非常感谢您的合作！

第一部分
请用✓选择一项您觉得最适合的答案

您是苹果手机的用户吗？

☐ 是的（请继续作答） ☐ 没有（谢谢参与）

请您指出您对下表满意度的看法，从非常不同意到非常同意，共分 5 个阶段。

第二部分 影响消费者再次购买苹果手机的因素

请您根据自己的经验以及个人看法来回答以下问题，以下问题共有 5 个选项从非常不同意到非常同意：

1=非常不同意  2=不同意   3=中立  4=同意  5=非常同意

<table>
<thead>
<tr>
<th>问题</th>
<th>非常不同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>满意度</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>24.我之前购买苹果手机的决定是明智的。</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25.购买苹果手机的决定使我感觉很好。</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26.购买苹果手机使我觉得很高兴。</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27.我很愿意推荐苹果手机给别人。</td>
<td></td>
<td></td>
</tr>
<tr>
<td>信任度</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
28. 相比于我曾经购买过的其他品牌的智能手机，苹果手机比较值得信赖。

29. 在智能手机行业里，苹果手机显得比较专业。

30. 根据我的购买经验，我知道苹果能履行他对顾客做出的承诺。

31. 苹果手机的质量比较值得信赖。

32. 总的来说，我相信苹果销售的智能手机。

33. 我感觉购买苹果手机使我从中获益。

34. 购买苹果手机令我非常愉快。

35. 我愿意再次购买苹果手机。

36. 新款苹果手机的价格与性能成正比。

37. 新款苹果手机的价格与我预想的一样。

38. 在价格上，新款苹果手机比其它手机更超值。

39. 我与我的朋友倾向于再次购买苹果手机。

40. 在再次购买智能手机之前，什么品牌会给人留下好的印象是至关重要的。
在再次购买智能手机之前，我比较关注于别人使用什么智能手机。

我将会再次购买苹果手机如果它能帮我更好的融入社会群体。

品牌知名度

在我上次购买苹果手机的时候，苹果这个品牌已经耳熟能详。

就知名度而言，苹果手机众所周知。

在众多智能手机品牌中，我能轻易的认出苹果手机。

只要一提到智能手机，我会马上联想到苹果手机。  

第三部分 消费者再次购买意向

请您根据自己的经验以及个人看法来回答以下问题，以下问题共有 5 个选项从非常不同意到非常同意：

非常不同意  2=不同意   3=中立   4=同意  5=非常同意

<table>
<thead>
<tr>
<th>问题</th>
<th>非常不同意</th>
<th>不同意</th>
<th>中立</th>
<th>同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>再次购买意向</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>24.如果可以，我愿意继续购买新款苹果手机。</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25.如果让我再选择一次，我仍会选择购买苹果手机。</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
26. 我不会去考虑其他品牌的智能手机。

第四部分 个人资料

3. 性别
   □ 男    □ 女

4. 年龄
   □ 18-24 岁     □ 25-34 岁
   □ 35-44 岁     □ 45 岁以上

6. 教育程度
   □ 高中毕业及高中以下 □ 大学毕业
   □ 硕士         □ 硕士以上

7. 月平均收入
   □ 1,000 元以下        □ 1,001-2,000 元
   □ 2,001-3,000 元      □ 3,001-4,000 元
   □ 4,001-5,000 元      □ 5,000 元 以上
感谢您的合作！
1. Social Influence

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>N of Items</td>
</tr>
<tr>
<td>.671</td>
</tr>
<tr>
<td>4</td>
</tr>
</tbody>
</table>
2. Price Perception

**Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.884</td>
<td>3</td>
</tr>
</tbody>
</table>

3. Brand Awareness

**Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.644</td>
<td>4</td>
</tr>
</tbody>
</table>

4. Attitude

**Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.740</td>
<td>3</td>
</tr>
</tbody>
</table>

5. Satisfaction

**Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.816</td>
<td>4</td>
</tr>
</tbody>
</table>

6. Trust

**Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.858</td>
<td>5</td>
</tr>
</tbody>
</table>
7. Repurchase Intention

**Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.750</td>
<td>3</td>
</tr>
</tbody>
</table>

**Descriptive Analysis of Demographic Factors**

1. Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>177</td>
<td>44.3</td>
<td>44.3</td>
<td>44.3</td>
</tr>
<tr>
<td>male</td>
<td>223</td>
<td>55.8</td>
<td>55.8</td>
<td>100.0</td>
</tr>
<tr>
<td>female</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

2. Age level
### Age level

<table>
<thead>
<tr>
<th>Age Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>18-24</td>
<td>109</td>
<td>27.3</td>
<td>27.3</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>242</td>
<td>60.5</td>
<td>87.8</td>
</tr>
<tr>
<td></td>
<td>36-44</td>
<td>41</td>
<td>10.3</td>
<td>98.0</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>8</td>
<td>2.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Education Level

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>high school graduate and below</td>
<td>53</td>
<td>13.3</td>
<td>13.3</td>
<td>13.3</td>
</tr>
<tr>
<td>bachelor</td>
<td>261</td>
<td>65.3</td>
<td>65.3</td>
<td>78.5</td>
</tr>
<tr>
<td>master</td>
<td>70</td>
<td>17.5</td>
<td>17.5</td>
<td>96.0</td>
</tr>
<tr>
<td>above master</td>
<td>16</td>
<td>4.0</td>
<td>4.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Income Level

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>less than 1,000 yuan</td>
<td>47</td>
<td>11.8</td>
<td>11.8</td>
<td>11.8</td>
</tr>
<tr>
<td>1,000-2,000 yuan</td>
<td>73</td>
<td>18.3</td>
<td>18.3</td>
<td>30.0</td>
</tr>
<tr>
<td>2,001-3,000 yuan</td>
<td>136</td>
<td>34.0</td>
<td>34.0</td>
<td>64.0</td>
</tr>
<tr>
<td>3,001-4,000 yuan</td>
<td>77</td>
<td>19.3</td>
<td>19.3</td>
<td>83.3</td>
</tr>
<tr>
<td>4,001-5,000 yuan</td>
<td>42</td>
<td>10.5</td>
<td>10.5</td>
<td>93.8</td>
</tr>
<tr>
<td>more than 5,000 yuan</td>
<td>25</td>
<td>6.3</td>
<td>6.3</td>
<td>100.0</td>
</tr>
</tbody>
</table>
### Income Level

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>47</td>
<td>11.8</td>
<td>11.8</td>
<td>11.8</td>
</tr>
<tr>
<td>less than 1,000 yuan</td>
<td>73</td>
<td>18.3</td>
<td>18.3</td>
<td>30.0</td>
</tr>
<tr>
<td>1,000-2,000 yuan</td>
<td>136</td>
<td>34.0</td>
<td>34.0</td>
<td>64.0</td>
</tr>
<tr>
<td>2,001-3,000 yuan</td>
<td>77</td>
<td>19.3</td>
<td>19.3</td>
<td>83.3</td>
</tr>
<tr>
<td>3,001-4,000 yuan</td>
<td>42</td>
<td>10.5</td>
<td>10.5</td>
<td>93.8</td>
</tr>
<tr>
<td>4,001-5,000 yuan</td>
<td>25</td>
<td>6.3</td>
<td>6.3</td>
<td>100.0</td>
</tr>
<tr>
<td>more than 5,000 yuan</td>
<td>25</td>
<td>6.3</td>
<td>6.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Descriptive Analysis of Variables

1. **Social Influence on Repurchase Intention**

#### Descriptive Statistics

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>My friends and I tend to rebuy iPhone</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.30</td>
<td>1.087</td>
</tr>
<tr>
<td>Before repurchasing a smartphone, it is important to know what brands will make good impression on others.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.60</td>
<td>1.062</td>
</tr>
<tr>
<td>I tend to pay attention to what other smartphone others are using.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.00</td>
<td>1.017</td>
</tr>
</tbody>
</table>
I would rebuy iPhone if it helped me fit in with my social group better.

Valid N (listwise) 400

2. Price Influence on Repurchase Intention

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The price of the new model is appropriate relative to its performance.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.15</td>
<td>.915</td>
</tr>
<tr>
<td>The price of the new iPhone meets my expectations.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.39</td>
<td>.927</td>
</tr>
<tr>
<td>The price of the new iPhone is good value for money comparing to other phones.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>2.81</td>
<td>1.009</td>
</tr>
</tbody>
</table>

Valid N (listwise) 400

3. Brand Awareness Influence on Repurchase Intention

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have heard a lot about iPhone before my last purchasing.</td>
<td>400</td>
<td>2</td>
<td>5</td>
<td>4.16</td>
<td>.778</td>
</tr>
<tr>
<td>Many people know iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.80</td>
<td>.906</td>
</tr>
<tr>
<td>I can recognize this brand (Apple) among other competing brands.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.57</td>
<td>.994</td>
</tr>
</tbody>
</table>
So long as smartphone is mentioned, I will think of iPhone immediately.

Valid N (listwise) 400

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel beneficial to buy iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.57</td>
<td>.893</td>
</tr>
<tr>
<td>I am enjoyable to buy iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.33</td>
<td>.940</td>
</tr>
<tr>
<td>I am willing to rebuy iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.20</td>
<td>1.187</td>
</tr>
</tbody>
</table>

5. Satisfaction Influence on Repurchase Intention

Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>My decision to purchase iPhone was a wise one.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.63</td>
<td>1.005</td>
</tr>
<tr>
<td>I feel good about my decision to purchase iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.48</td>
<td>.923</td>
</tr>
<tr>
<td>I am pleased that I purchased iPhone</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.25</td>
<td>1.057</td>
</tr>
<tr>
<td>I would positively recommend the iPhone to other people.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.30</td>
<td>1.097</td>
</tr>
</tbody>
</table>

Valid N (listwise) 400
6. Trust Influence on Repurchase Intention

### Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone appears to be more trustworthy than other brand I have bought.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.69</td>
<td>1.018</td>
</tr>
<tr>
<td>iPhone seems professional in the smartphone industry.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.70</td>
<td>1.057</td>
</tr>
<tr>
<td>Based on my experience with purchasing iPhone, I know it keeps its promises to customers.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.29</td>
<td>.902</td>
</tr>
<tr>
<td>The quality of Apple’s iPhone is trustworthy.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.32</td>
<td>.951</td>
</tr>
<tr>
<td>In general, I trust iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.39</td>
<td>.951</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. Customer Repurchase Intention of iPhone

### Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>If I could, I would like to continue buying the new version iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.28</td>
<td>1.058</td>
</tr>
<tr>
<td>If being asked to choose again, I still choose iPhone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.39</td>
<td>.997</td>
</tr>
<tr>
<td>I wouldn’t consider about other brand’s smartphone.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>2.50</td>
<td>1.191</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
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</tbody>
</table>
Inferential Statics of Hypothesis Testing

1. Hypothesis 1

<table>
<thead>
<tr>
<th></th>
<th>meansocial</th>
<th>meanrepurchase</th>
</tr>
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<tbody>
<tr>
<td>meansocial</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
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<td>400</td>
</tr>
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<td>Pearson Correlation</td>
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**. Correlation is significant at the 0.01 level (2-tailed).

2. Hypothesis 2

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<th>meanprice</th>
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<tbody>
<tr>
<td>meanrepurchase</td>
<td>Pearson Correlation</td>
<td>.470**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
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<tr>
<td></td>
<td>N</td>
<td>400</td>
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<tr>
<td>meanprice</td>
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<td>.470**</td>
</tr>
<tr>
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**. Correlation is significant at the 0.01 level (2-tailed).

3. Hypothesis 3

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<tbody>
<tr>
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- 153 -
**. Correlation is significant at the 0.01 level (2-tailed).

4. Hypothesis 4

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<th>meanattitude</th>
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<td>Sig. (2-tailed)</td>
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<td>.000</td>
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**. Correlation is significant at the 0.01 level (2-tailed).

5. Hypothesis 5

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<td>.000</td>
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<tr>
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**. Correlation is significant at the 0.01 level (2-tailed).
6. Hypothesis 6

Hypothesis 6

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**. Correlation is significant at the 0.01 level (2-tailed).

7. Hypothesis 7

Hypothesis 7

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**. Correlation is significant at the 0.01 level (2-tailed).

8. Hypothesis 8

Hypothesis 8

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**. Correlation is significant at the 0.01 level (2-tailed).

9. Hypothesis 9

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<td>.000</td>
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<tr>
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**. Correlation is significant at the 0.01 level (2-tailed).