

084 Factors Affecting Repurchase Intention of Smartphone: A Case Study of Huawei Smartphone in Yangon, Myanmar

Khin Sandar Win and Sirion Chaipoopirutana

the Graduate School of Business, Assumption University of Thailand

This study investigates the relationship between functional value, price consciousness, word of mouth, brand image, attitude towards product and repurchases intention of a smartphone brand. To do so, a survey was conducted by distributing 420 questionnaires in 7 different shopping malls in Yangon, Myanmar. The data collected was analyzed using SPSS and hypotheses were examined by employing the Pearson correlation and multiple linear regression. The results show that there is a positive and significant relationship among functional value, word of mouth, price consciousness towards attitude towards product and brand image, attitude towards product, word of mouth influences repurchase intention. Based on these results, it seems that the smart phone company needs to develop marketing strategy to increase repurchase intention.

Keywords: Attitude towards products, Brand image, Functional value, Price consciousness, Repurchase intention, Smartphone, WOM

According to Chang (2012), repurchase intention is the state of consumers (one who purchased product/brand/service at least once) desire to purchase it again. Ajzen and Fishbein (1975) defined that attitude towards products is the way of people acting, thinking or feeling towards some aspect of the product. Kotler (1988) defined brand image as “the set of beliefs or set of associations held about a particular brand” in some meaningful way. Sheth et al. (1991) defined that functional value of a product represents the perceived utility of an alternative resulting from characteristic- based ability to perform its physical or functional purposes.

Lichtenstein and Janiszewski (1999) analyzed that reference price is the most important factor for purchasing behavior of every consumers’ and after the adaptation level theory was incorporated into the pricing theory, an internal reference price was presented as a degree of adaptation and which depends on recent price experiences. Hogan et al ., (2004) defined that word