

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.