



FPT UNIVERSITY

**RESEARCH ON THE FACTORS THAT AFFECT THE
PURCHASE INTENTION OF IPHONE IN HANOI**

Bachelor of Business Administration Thesis

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EXECUTIVE SUMMARY

With the rapid advancement of technology and the widespread popularity of smartphones, smartphones have gradually become an indispensable part of human society. As a result, living habits have changed and evolved with the busy and stressful city lifestyle. The increase of internet users is incredibly high in Vietnam. As a result, in recent decades, smartphone brands have become increasingly competitive along with a sharp increase in consumer demand. Many large corporations participated in Vietnam's smartphone market.

There has not been much research on this topic in the past few years. The goal of this study is to find out what factors impact people's intention to purchase an iPhone in Hanoi, Vietnam, to correctly estimate intent for using, the accompanying study uses data received from consumers in Hanoi via straightforward sampling techniques. The study's findings provide useful advice for developers in their efforts to better grasp the key aspects that affect sales.

The research concluded six primary components: Product Attribute, Promotion, Brand Image, Social Influence, Price, and Perceived Brand Quality, which explain factors affecting the purchasing intention to buy iPhone in Hanoi in Vietnam, based on over 400 acceptable questionnaire surveys. Our group predicted that all six variables have a positive link with customer purchasing behavior in the iPhone.. However, it has been discovered that only one of these six components, Price, hasn't been linked with purchase intention. Positive effects on PA: Product Attribute and PQ: Perceived Brand Quality have the greatest influence on buying intention to user.

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CHAPTER I: INTRODUCTION

1.1. Introduction

There have been global revolutionary events in the last few decades that we cannot deny, one of which is the Industrial Revolution. It was this revolution that heralded the Industrial Revolution as the next stage in the evolution of human society, and it was also the beginning of the digital era (Castells, 1999). Digital technology advanced to a new level as a result of the explosion of computer technology. Because technology evolves in tandem with people's actual needs, the technique of zooming out the size of computers (Kluver, 2000) was born shortly after, as was the cell phone, the forerunner of today's smartphone. John F. Mitchel introduced the first cell phone in 1973, which marked the beginning of the Smartphone market (Brophy.net, 2012). Many years later, as information technology advanced, the digital mobile network appeared with the rapid development of 2G and 3G, which were commercialized (UMTS World, 2005). The first smartphone was released to meet the demand for entertainment while also integrating multiple functions into a single device.

In just a decade, the rapid changes in technology and electronic equipment have had an impact on the behavior, thinking, and habits of young people all over the world. Along with the rapid development of the Internet, the digital age has given people many advantageous powers, exploding a new lifestyle in a new era. As a result, the smartphone has gradually become a reality, one that is convenient, useful, and provides a lot of value to users.

For example, the cheapest smartphones, with a price of \$10 USD, were available in Africa and Asia. It is predicted that by 2020, 70% of the world's population will own a smartphone (Thuan, 2016). An important point that few people pay attention to is that smart phones which fit in a pocket have processing speeds comparable to the supercomputers of a few decades ago.

Vietnam's smartphone market has the participation of many brands and many prices from low to high, making smartphone accessibility increasingly popular, even for low-income customers or in rural areas. However, if we calculate smartphone market share by equipment, by June 2020, Apple was the most used brand with 39%. (Appota Group, 2020)

The number of smartphone users among mobile phone users is still growing at 84% in 2017, compared with 78% a year ago. In secondary cities, 71% of locals use smartphones out of 93% of people using mobile phones. Remarkable, in rural areas, while 89% of the population owns a mobile phone, 68% of them own a smartphone. (Nielsen Vietnam, 2017)

According to the statistics of the fourth quarter of 2020, the smartphone business market in Vietnam has experienced many disturbances. Although the leading position still belongs to familiar names such as Samsung and Oppo, the end of 2020 is a period of time marking the strong return of Apple - the technology company from Cupertino (Apple, 2021).

Apple is the fourth largest smartphone company in Vietnam, with an 11 percent market share in the fourth quarter of 2020. This brand's sales have increased by 197 percent, nearly threefold over the same period in 2019.(Canalys, 2020)

So far, among the products released by Apple, the iPhone has had the greatest impact on people, as evidenced by the fact that the average revenue of iPhone products is 50 percent greater than the total revenue of other products (Statista, 2021).

1.2. Practical problems

As the digital age expands, people's access to fast and smart devices has become an indispensable thing, the potential consumer market has created an interesting race between competing brands. Samsung sold 292.3 million smartphones in 2018, accounting for 20.8 percent of the market,

(Canalys.com, 2020). Meanwhile, Huawei sold 206 million units in 2018, but Apple maintained its position in the smartphone market throughout the year, increasing its market share compared to 2017 for the rest, particularly iPhone products (Vnreview.vn, 2018)

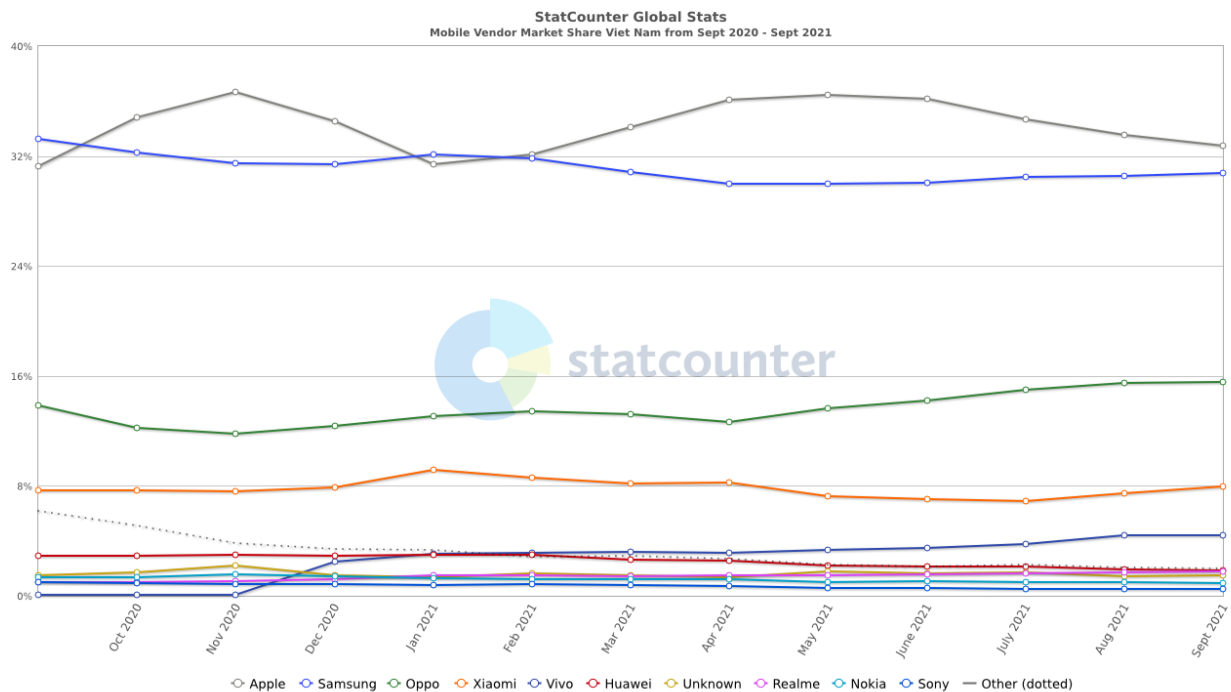


Figure 1.2.1: Mobile Vendor Market Share Worldwide (statcounter, 2021)

1.3. Research Objectives

- The study aims to find out the factors affecting the intention of purchasing an iPhone of customers in the Hanoi market.
- Analyze and evaluate how the above factors affect the customer's intention to purchase an iPhone in the Hanoi market.
- Give some suggestions to promote iPhone sales in the Hanoi market.

1.4. Research question

This study was designed to answer the following questions:

- Question 1: What factors affect customers' intention to purchase an iPhone in the Hanoi market?
- Question 2: How do those factors affect the customer's intention to purchase an iPhone?
- Question 3: What recommendations are appropriate to promote iPhone sales in the Hanoi market?

1.5. Research scope:

One of the primary goals of this research is to identify the factors that influence people's desire to purchase an iPhone in Hanoi, Vietnam. The goal of the research in Hanoi is to provide the most objective and accurate data information:

Characteristics of Objectives

- Survey type: Online survey
- Age: 18 - 45
- Gender: Male / Female and Others
- Expected number of respondents: 400
- Location: Hanoi Vietnam
- Job: Student, Manager, Entrepreneur, Others

1.6. Methodology and data overview:

The main research in this study uses a quantitative method to determine the factors that are considered important when learning about the customer's iPhone product, while the quantitative method is collected through a subsequent survey that is analyzed by SPSS. The number of surveys is expected to be at least 400. Secondary research is conducted using journal articles, newspapers, websites, and internal data.

1.7. Research outline

Chapter 1: Introduction

Briefly introduce the basic information about the factors that encourage customers to purchase an iPhone.

Chapter 2: Literature Review

Introducing relevant theories as the foundation for developing research questions and research frameworks

Chapter 3: Methodology

Describe the research procedure and methods. Then explain why this research is necessary. This chapter will also go over data collection and analysis.

Chapter 4: Analysis and search

Analyze data from research results.

Chapter 5: Recommendations and conclusions

The final chapter provides an answer to the research question and makes recommendations.

1.8. Summarize

The first chapter provides background information as well as some key points on the research topic. The background, practical issues, research objectives, research questions, research scope, and research methods will be discussed in this chapter. This was the study's original concept as well. The topic will be highlighted in the following chapter by using specialized terms from the research.

CHAPTER II: LITERATURE REVIEW

2.1. Introduction

In the second chapter of the study, the team will go over the relevant data to create a more comprehensive view of the previous models relevant to this study. The thesis will be about "Factors Affecting Customers' Purchase Intention of the iPhone in Hanoi." As a result, the first step in Part 2 will be to define Smartphone, consumer behavior, brand, and the iPhone market in Vietnam (mainly in Hanoi).

This section's main goal is to identify issues related to the topic. The group will clarify the meaning of the concepts related to the research problem in a logical manner that is consistent with the name of the chosen research topic. This chapter will outline three main points for the approach and theoretical model, with a focus on model-related definitions for the project report and process descriptions (how this process works?). Following that, it will be easier for people to understand the concepts, as this framework will systematically address the topic of consumer behavior in the most concise manner.

2.1.1. Definition of smartphone

According to Oxford Dictionary, Smartphones are not like regular phones; they have a processor, ram, storage, and an operating system that allows them to do more than just listen to calls and entertain themselves. Popular devices today can perform complex tasks, frequently with touchscreen interfaces, Internet access, social networks, and gaming applications (apps). "smartphones are equipped with an operating system that allows users to download various apps from various app developers, which completely changes the user experience with limitless possibilities.

Smartphones include mobile phones that primarily run on the Android and iOS operating systems, but also include any open operating system with a software development kit available for

developers that can use native APIs to write applications. The quality and quantity of smartphone apps is a big differentiator from traditional mobile phones.

Smartphones have evolved in recent years to become multitasking devices, perfecting and sometimes replacing electronic devices such as computers, cameras, and a variety of other devices that encourage us to use them more frequently. Regardless of the phone's operating system's openness, everyone sees a smartphone as a phone with personal assistant functions (PDA) and Internet access.(Oxford Dictionary, 2021)

2.1.2. Purchase Intention

- Ajzen (2002) defines intention to act as human action guided by three factors: belief in behavior, belief in norm, and belief in control. The stronger these beliefs, the more likely a person is to act. According to Philips Kotler et al. (2001), during the evaluation stage of the purchase option, consumers rate different brands and form the intention to buy. Intention to buy is a process that occurs prior to the purchase decision and is influenced by desires, personal experiences, demographic factors, and the external environment in order to provide a rating for the purchase decision. Therefore, it can be concluded that purchase intention is an individual's subjective assessment of a product that will affect their purchasing behavior. However, there are two factors that can prevent buying intention from becoming a buying behavior: attitudes of people around and unexpected factors. From there, it is possible to form buying intentions based on factors such as income, demand for selling prices and product features.

2.1.3. What is the brand

- Centuries ago, brands were simply a means of distinguishing goods from one manufacturer to the next (Kotler, 2012). A brand is defined as a name, symbol, sign, or a combination of the above elements used to identify an enterprise's products and services in order to distinguish it from competitors. "A product is something made in a factory; a brand is something that customers purchase." A competitor can copy a product, but a brand is

unique. A product can become obsolete quickly, but a brand can last forever." (Aaker, 1991) In short, a brand is the finished product of a trademark that has been registered for copyright protection. It is the name of a product that is solely owned by the company to demonstrate its market position and serves as an existential tool for customers to learn about the product's existence and intent to use it. There are numerous viewpoints on branding. Jeff Bezos (CEO of Amazon) gave the definition of brand: 'Your brand is what other people say about you when you are not in the room'.

*Brand awareness:

- One of the most important factors in promoting brand building is brand awareness. Customer acceptance is a necessary first step in the development of a brand. In contrast, brand awareness is defined as the degree to which a consumer perceives the existence of a company's product or service. According to Aaker (1991), there are three levels of brand awareness.



Figure 2.1.3.1: Three levels of brand awareness Aaker (1991)

- Brand Recognition:

- Brand identity is the first level in Aaker's (1991) model. Brand identity refers to the state in which consumers can recognize certain brands among others.

- Brand Recall:

- Brand awareness is the ability of consumers to immediately recall a brand name when prompted for a product or service or any other association with it.

- Top of the Mind:

Top of the mind awareness is a brand product that is the first thing that comes to mind when thinking of an industry.

Businesses' ultimate goal is to increase revenue and income. The ability to attract new customers to the product and create loyal customers is critical to success. Within a week of the survey, it was discovered that more than 90% of US consumers are loyal with the iPhone (imore.com, 2021). This demonstrates that brand awareness has grown. Finally, many people are aware of and easily recognize the success of brand awareness. Brand awareness is critical in today's market because it distinguishes your product from other brands. competitors' products that are similar When it comes to brand identity, we can see that when customers use it, they can easily recognize and distinguish between one brand and another in a variety of ways:

Listen, observe, learn, feel, use, and remember. The brand is the main identity of the business, and the brand identity system is also regarded as the business's core. (Aaker, 1991)

2.1.4. Market

- A market is defined as the sum total of all the buyers and sellers in the area or region under consideration. The area may be the earth, or countries, regions, states, or cities (Oxford Dictionary, 2001). The value, cost and price of items traded are as per forces of supply and demand in a market. The market may be a physical entity, or may be virtual. It may be local or global, perfect and imperfect.
- According to Statistic (2021), Apple quickly returned to first place in the smartphone industry in Vietnam in the first quarter, with a market share of approximately 33.91

percent. Furthermore, by 2025, it is expected that more than 95 percent of permanent residents in major cities such as Hanoi and Ho Chi Minh City will own at least one smartphone. This makes the smartphone market more exciting than ever for market researchers, investors, and retailers.

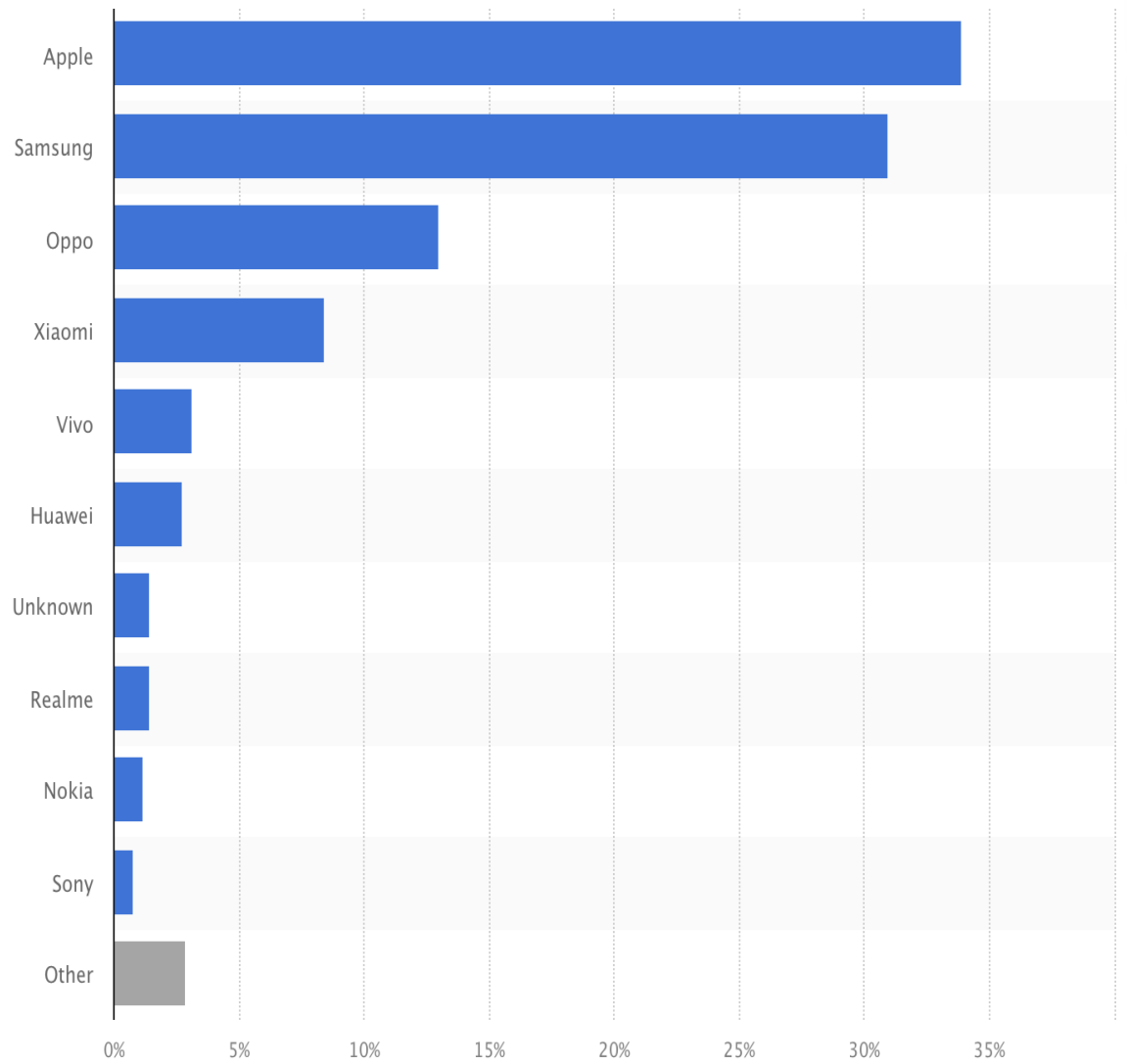


Figure 2.1.4.1 : Market share of mobile vendors in Vietnam 2021(Statistic 2021)

2.2. Analysis of related theories

2.2.1. Theory of buyer behavior

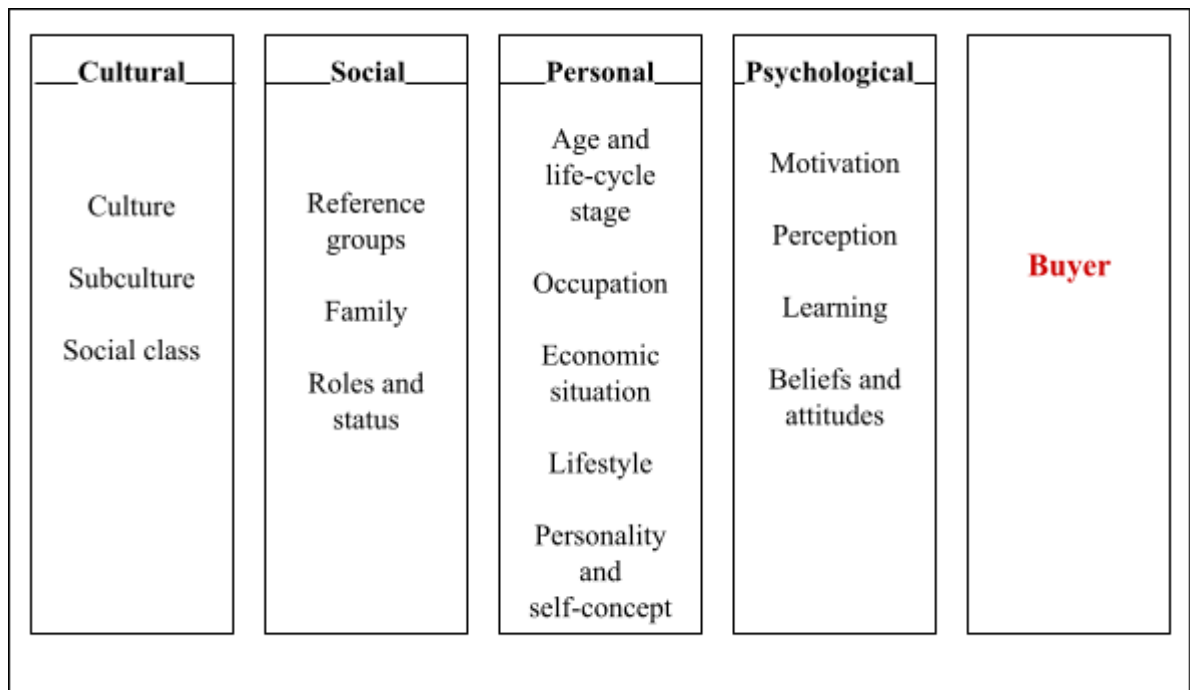


Figure 2.2.1.1: Buyer behavior Kotler (2001)

The definitions and meanings of the factors in Kotler's 2001 model are provided below.

2.2.1.1 Cultural

- Culture

Human behavior is fundamentally influenced by culture. Human behavior is primarily absorbed from the outside world. From these effects, behavior that occurs in reality toward specific goals to serve the needs of each individual is formed.

- Subculture

Subcultures are groups of people who have distinct identities within the context of shared identity values. Individual cultural values do not contradict general culture, but they know how to stand out when compared to the larger culture.

- Social class

The various hierarchies intended to distinguish individuals or groups of people within the same culture are referred to as social classes. Each class will concentrate on people with similar economic and political backgrounds,...

2.2.1.2 Social

- Reference Group

Are organizations that have a direct or indirect influence on people's purchasing habits and attitudes. In which many people will interact with one another to achieve individual goals and then use it as a point. Make comparisons to form your own attitudes, values, beliefs, and behaviors.

- Family

Family members have a strong influence on buyer behavior. The daily behavior of consumers is directly influenced by a person's family, which consists of his or her husband and wife, as well as their children.

- Roles and Status

People frequently choose goods that reflect their social standing. Marketers are aware of the potential for goods to be transformed into status symbols. However, these symbols differ greatly not only between social classes, but also between geographical regions.

2.2.1.3 Personal

- Age and life-cycle stage

The passage of time has resulted in changes in shopping categories, items, and services. People require food for children during their childhood years. They eat very different foods as adults, and they eat special diet foods as they get older. Aside from the passage of time and age, people's tastes in clothing, furniture, and entertainment evolve.

- Occupation

Occupation has a certain influence on the nature of goods and services selected to buy, depending on different industries that consumers buy items for different purposes.

- Economic situation

Personal Economic situations have a great influence on their choice of goods, it determines the evaluation, selection and decision-making process of consumers.

- Life style

Lifestyle can greatly influence people's actions or decisions when choosing about an issue or field.

- Personality and self-concept

Personality is a person's inner qualities and characteristics, which lead to thoughts, feelings, actions and words, also defined as including moods, attitudes, opinions and expressed is most apparent in interactions with others.

2.2.1.4 Psychological

The buying behavior of an individual is also influenced by four basic psychological factors: motives, awareness, understandings, beliefs and conceptions.

- Motivation

Motivation is a psychological state that forms the driving force that drives people to act.

According to Maslow's theory of motivation (1991), he explained that at different times people are motivated by different needs.

- Perception

Perception is sometimes independent of the body, this is a process of brain activity that reflects the development of thinking, personality and understanding an object through specific events.

A motivated person is ready to act , the nature of that person's actions depends on How are they aware of the situation? Two different people with the same motives in the same objective situation may act differently.

- Learning

Learning is the accumulation of knowledge about facts and information that one learns through research, observation, or experience.

- Beliefs and attitudes

- + Belief is a self-perception about a certain thing or event.

Beliefs are built on the basis of factual knowledge, opinions and beliefs. Beliefs may or may not be accompanied by human emotions.

- + Attitude.

Attitude is an individual's good and bad judgment, formed on the basis of existing and sustainable knowledge, thereby leading to specific actions.

Attitude determines human behavior, and is one of the motivating factors in choosing what to receive and how to react afterwards. Therefore, in the market economy, it is important to be aware of and grasp people's attitudes in order to understand the necessary factors to improve products and brands for themselves.

2.2.1.5 Buyer

- Age

Along with developments in age and time comes a change in the types and categories of goods and services purchased.

- Gender

Gender is an important factor in consumer buying behavior.

Nowadays, Products and services are designed to suit all ages and different genders. Those are the points that manufacturers need to exploit to provide gender-specific products and services.

According to Singh (2009), the difference between men and women's purchasing decisions is frequently based on dominant psychological factors of gender. For example, for women, psychology is important, whereas for men, facts and figures are important.

- Jobs

Jobs has a certain influence on the nature of goods and services that individuals choose to buy.

- Income

Income of an individual has a great influence on the way they choose their goods.

If a person is in a positive income situation (high income, many assets), they can choose or buy high-value or expensive goods, the amount of goods they buy can also be more. On the contrary, a person who is in a difficult economic situation, their spending is more towards saving and their products are mainly essential and cheap goods.

- Lifestyle

Personality or character is defined as an internal psychological characteristic, expressed through a person's attitude, through the external behavior of a person towards the surrounding environment and Circumstances Personality is stable and hard to change.

2.2.2. Theory of customer behavior

In the study of Consumer Behavior: Concepts and applications (Loudon, 1993) believes: “Customer behavior is the decision-making process and actual actions of individuals when evaluating, purchasing, using or disposing of goods and services ” . This point of view has raised the theory of customer behavior , not only focusing on the manifestations while buying the product, but also referring to the process of searching, considering, comparing before deciding to buy the product. and reactions after purchasing the product.

So, it can be understood: Customer behavior is a concept that refers to all activities related to the purchase, use and discontinuation of products, goods and services. Reactions, emotional and mental attitudes towards products, goods and services are also included in this theory.

Knowing Customer Behavior will help businesses come up with appropriate products, sales and marketing strategies.

Nowadays, it is increasingly important for businesses to study customer behavior. All of Companies want to know what customers want to buy, why they bought that product or service, why they bought that brand or why not continue to use that brand, how they bought it, where to buy, when and how to buy to build marketing strategies, production and business plans, thereby promoting the purchase of their products and services and limiting leaving the service and switching to other supplier.

2.2.2.1. Cultural identity

Culture is the first factor that greatly influences customer behavior. . Different cultures and countries have many different characteristics, some of which are 'core' characteristics that culture is to set apart from others; that is 'national identity' of it (Clark, 1990). The companies most likely to succeed in international markets are those that can identify and combine these differences to gain a competitive advantage (Doyle, 1992; Slaughter, 1997). Therefore, to be successful, businesses must research and experiment before entering a market in a certain country.

From an international marketing perspective, the national identity framework allows for the development of substantial international market segments, the boundaries of which are more clearly demarcated than is possible from a purely cultural perspective (Barkema et al., 1996). Understanding the consumption behavior of social classes, the company will have a basis to increase revenue.

2.2.2.2. Price

Valuation is one of the techniques of market research and is the center of businesses. The practice of value-based pricing, the aim is not to find what customers like, but what they are willing to pay and thus determine the optimal price point that will maximize profits, revenue or market share.

When it mentions price, we also have to mention many aspects to make a finished product: such as the selling price of that product, the cost of activities, services or even feedback to process managers, etc. (The American Economic Review, 1912). Market context, positioning and pricing strategy are extremely important. In decisive pricing, what are you trying to do with your product: gain market share or maximize revenue or profit? And how you intend to structure the selling price and value.

Not only that, one of the key issues when it comes to cost is the behavior or how it behaves in response to changes in activity levels. (Jennifer, 2005).

2.2.2.3. Product quality

According to the assessment, any business and marketing strategy comes from any brand, product quality plays an important role in it (Ishaq, 2011; Ismail, 2006). Product quality from different positions will have different definitions, but from the marketer's position, product quality is the ability to satisfy and suitability of the product for users. Accordingly, the quality of products hereby is associated with customers, with the needs and aspirations of customers. Product quality is a concept that is both practical and psychological. The concept of product quality always exists in the minds of customers, so when a firm has good product quality, there is a clear plus point that greatly contributes to promoting the purchase intention of customers. Actions are affected by a number of basic factors and of which psychological factors account for a small percentage (Abraham, 1997).

Especially for iPhone products, when the Apple brand has built an image of a product with a high average price, meeting the aspirations and needs of customers, thereby making consumers have a different view of the products that have been launched and are being launched by Apple in general and iPhone products in particular.

2.2.2.4. Promotion factors

Promotion or now also known as Marcom, is a combination of Marketing and Communication performed with a series of actions such as advertising, offering, sales discount, public relations In which :

- *Advertisement: It is a form of referral or promotion that leads to specific, non-personal action for ideas that people who want to carry out spending money to do.*
- *Sales Promotion: Personal referrals or promotions for the purpose of promoting sales and building relationships.*
- *Discount: Short-term incentives to encourage customers to purchase one or more fixed products.*
- *Public Relations: Building relationships with a clear orientation in and out of the customer file, concurrently dealing with anti-media nature.*

2.2.2.5 Personal factors

Personal factors, like other factors, play a significant role in motivating action. Personal factors such as *lifestyle, economic situation, occupation, age, personality and self-concept* all have a strong influence on purchasing behavior.

- *Lifestyle: A customer's lifestyle has a significant impact on their purchasing behavior. Lifestyle refers to a person's way of life in society as expressed by the objects around them. It is shaped by the customer's preferences, opinions, and activities, and it determines the entire pattern of actions as the person's interactions.*
- *Economic situation: The consumer's financial situation has a significant impact on his purchasing behavior. Customers who have a lot of money and savings will buy more expensive products. A person with a low income and savings, on the other hand, will purchase low-cost items.*
- *Occupation: A person's occupation has a significant impact on purchasing behavior; the profession creates a social environment that influences the individual's thoughts and actions.*

- *Age*: Consumer behavior can change over time depending on the individual (age). Furthermore, the concept of age incorporates concepts such as: *stage of human development or life cycle*.
 - * *Life cycle concept*: includes various stages such as single, married, unmarried,... assists marketers in developing appropriate products for each stage.
- *Character*: Character is the sum of a person's behaviors at various times, places, and situations. Each person has a unique personality, and it is because of these differences that personality plays an important role in influencing customer behavior.
- *Self concept*: refers to one's perception of one's own behaviors, abilities, and characteristics (Assoc, 2003). This self-concept or self-perception is similar to the personality category in that each person has a unique perception of himself. Because of this difference, the self-concept also plays an important role in the self-concept process. formation of behavior

2.2.2.6. *Psychological factors*

Customer psychology, also known as (consumer psychology), is the study of thoughts and emotions that influence purchasing behavior. In today's world, each person has a unique personality and set of preferences. When it comes to how they perceive something, each person will have a unique set of feelings and emotions. As a result, it is these factors that contribute to the richness and diversity of shopping experiences, as well as the potential in customer psychology. Furthermore, age, gender, occupation, social status, and living conditions all have a strong influence on how we think and feel. Customers' changing desires have taught us that understanding them is critical for businesses to create the right message, at the right time, for the right customer with potential.

Customer psychology is complex because it is influenced by numerous factors. Age, in particular, is one of the most influential factors because people of different ages have different perceptions and purchasing habits.

This research will assist brands in quickly approaching customers when they find answers through questions:

1.What are the customer's wishes?	5.Where do they buy?
2. Why did they buy them?	6. Do they want to buy the product again?
3. How can customers buy the product?	7. When they buy, how do they decide to use it?
4. When will they buy it?	8. What reviews do they have about that product?

Table 2.2.2.6 : Questionnaire to find out the buying habits of consumers

2.2.3. Theory of the buying process

The purchasing process is the process of determining the steps that the buyer will take each time they make a purchase. After purchasing the product and evaluating whether or not each customer has a need to purchase the product again. (Cunningham, 2005)

Because the buying behavior of consumers in the topic of this thesis is complex, the purchasing decision process will have to follow 5 steps, as shown in model 2.2.3.1 below.

* There are four common types of shopping behavior in the market, which are as follows:

- *Complex Buying Behavior*: the process by which customers make a purchase decision after researching, selecting, and evaluating a large amount of information.
- *Variety seeking behavior*: This is the behavior that enjoys exploring new characteristics and seeking variety by purchasing a wide range of products and brands.
- *Habitual purchasing behavior*: A habitual purchasing behavior that does not require a lot of time and effort to select.
- *Dissonance-reducing buying behavior*: the behavior was motivated by convenience or affordability

The decision to purchase an iPhone is a complex shopping behavior because consumers are well aware of the significant differences between the Apple brand and other phone brands such as Nokia, Samsung, and so on. Customers rarely purchase the iPhone because it is an expensive product with many risks, so consumers must conduct their own research and find information in newspapers, the internet, and through friends...

After gathering information, consumers will conduct a thorough examination of the product before making a purchasing decision.

2.2.3.1 Model of buying decision

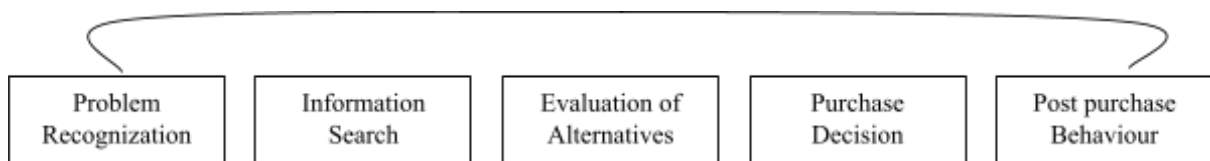


Figure 2.2.3.1.1 Five-stage model in the consumer buying process (Kotler, 2001)

According to the model Kotler (2001), any purchase must go through all five stages. When making everyday purchases, however, customers can skip a few steps and change their location.

The five-stage model of the consumer buying process depicted in the figure above represents the most general method of making a purchasing decision. The following are the stages of the purchasing process:

- Problem Recognition

This is the buying process that begins when the buyer recognizes a need that must be met. When there are internal or external stimuli, needs arise. Basic needs such as hunger, thirst, and love originate within each individual. Advertisement and promotional programs can also be used by marketers to increase consumer demand.

- Information Search

The stimulated consumer may or may not initiate a search for additional information; however, if the desire is strong enough and the good is capable of satisfying him while also being easily obtained, the consumer will most likely buy now. If there are none, the need can reorder his needs; in this case, the consumer can stop searching or seek more information.

When looking for information, consumers can consult the following sources:

- Sources of personal information include family, friends, neighbors, and acquaintances.
- Advertisers, sellers, traders, packaging, and exhibitions are all commercial information sources.
- Popular information sources include the news media, consumer research, and classification organizations.
- Sources of practical experience information include product research and use.

The amount of time they spend searching is determined by the strength of their desire, the amount of information they have in the first place, which increases the value of the information and their satisfaction with the search.

- Evaluation of Alternatives

The buyer will evaluate the information and options after gathering all of the information. Buyers will select the product or service that best meets their requirements. The evaluation and selection criteria will differ depending on the product or service.

In which the main evaluation criteria usually are price, quality, design, service, and payment terms. The greater the value of the products or services, the more important the purchasing decisions, the more criteria are used to evaluate the product, and the more people are involved in the purchasing process.

- Purchase Decision

After evaluating the options, the customer will rank the objects in the selected set of brands, gradually forming the consumer's purchase intention in his or her mind. However, there are two more factors that can sway the decision from intention to adoption.

- *Other people's perspectives:* At this point, the influencer has the ability to change the customer's purchase intention.
- *The situation's unexpected elements include:* Unpredictable factors can have an impact on consumer purchasing decisions.

- Post Purchase Behavior

After using the product, customers can be satisfied or not satisfied, it depends on the imagination and compared with reality. However, what makes marketers pay special attention to customer's post-purchase behavior is that post-purchase behavior has a great influence on the customer's subsequent purchases and the purchasing decisions of those customers. others. Customers can buy more or even just buy again but recommend to others or may never use it again.

2.2.4. Reference Model

STT	Authors	Thesis title	Factor
1	Tanzila, Ali Akbar Sohail, Nazish Tanveer (2013)	Buying Behavior of Smartphone among University Students in Pakistan	Brand, Product Features, Price, Social Influence.
2	Dhruv Grewal, R. Krishnan, Julie Baker, Norm Boorin (1998)	The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions	Price Discount, Internal Reference Price, Brand Name, Store Name, Perceived Store Image, Perceived Brand Quality, Perceived Value
3	Aristia Rosiani Nugroho, Angela Irena (2017)	The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya	Price, Product, Place, Promotion, Cultural influences, Social influences, personal influences, and psychological influences
4	Mei Min Chow, Ling Hong Chen, Jian Ai Yeow, Pei Wah Wong	Factors Affecting the Demand of Smartphone among Young Adult	Product Features, Brand Name, Social Influences, Price, Demand of

	(2011)		Smartphone
5	Rabi Singh Thokchom (2012)	The Rise Of An Apparatgeist: Factors Affecting Bangkok - Based Consumers' Purchase Intention For Smartphones	Purchase Intention, Perceived Usefulness, Perceived Ease of Use, Brand Image, Product Knowledge, Price

Table 2.2.4.1 Related models used in the study.

2.2.4.1 Influence of brand, product features, selling price and social influence on Consumers

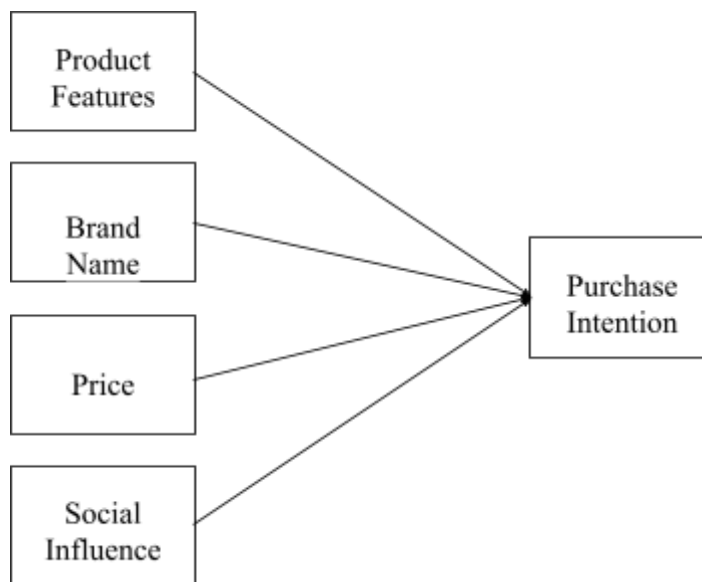


Figure 2.2.4.1.1 Influence of brand, product features, selling price and social influence on Consumers (Tanzila et al , 2013)

This model has four common aspects, all of which have a significant impact on consumer purchasing decisions.

According to the findings of this study, social factors have the greatest influence on purchasing behavior and have the same effect on purchasing behavior.

Furthermore, research shows that direct advice is frequently more effective than advertising. Customers are often more influenced by word of mouth information from members of society when selecting an alternative product than by information from advertisements or salespeople. This influence will be one of the deciding factors in purchase intention as well as specific brand choice.

As a result, we decided to include the social factor as one of the primary factors in our research model.

2.2.4.2: *The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions*

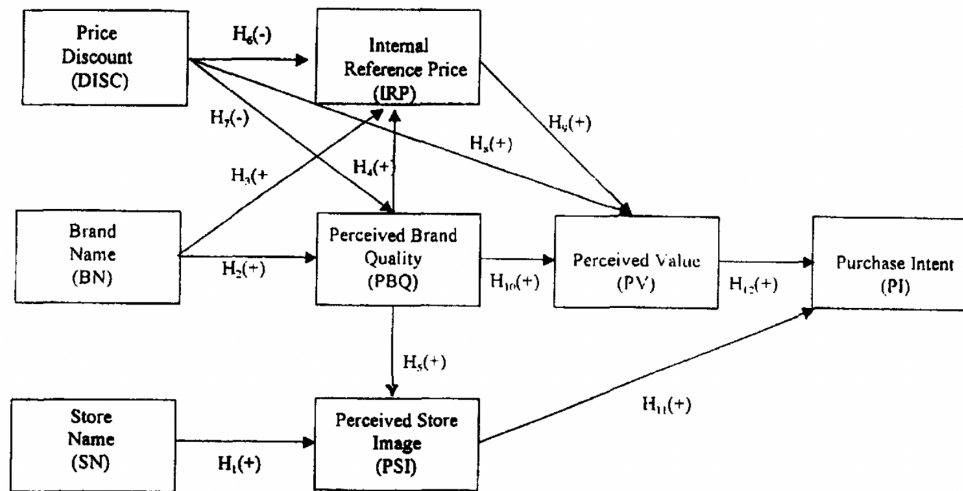


Figure 2.2.4.2.1 :The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions (Borin et al , 1998)

The researchers introduced the factors that affect customers' perceived value and, as a result, purchase intention in the above-mentioned research model. Although the results show that

individual factors have little interaction with one another, they all have a significant impact on perceived value, which leads to purchase intention.

The factor of perceived product quality is placed at the center of the model in this study, indicating that the author paid special attention to the perception of product quality. The author's assumptions are used to draw the conclusions. Customers' purchase intentions are influenced by their perceptions of product quality. Not only that, but the study discovered that promotions have a correlated effect on the perception of product quality. Long-term promotions, in particular, reduce customers' perceptions of product quality, whereas short-term, seasonal promotions increase customers' perceptions of product quality. increased significantly, particularly in the market for mid-to-high-priced products

Given the research context, we chose perceived product quality as a key factor in our research model. Based on the significant impact of this factor on purchase intent by influencing brand perceived value.

2.2.4.3 *The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya*

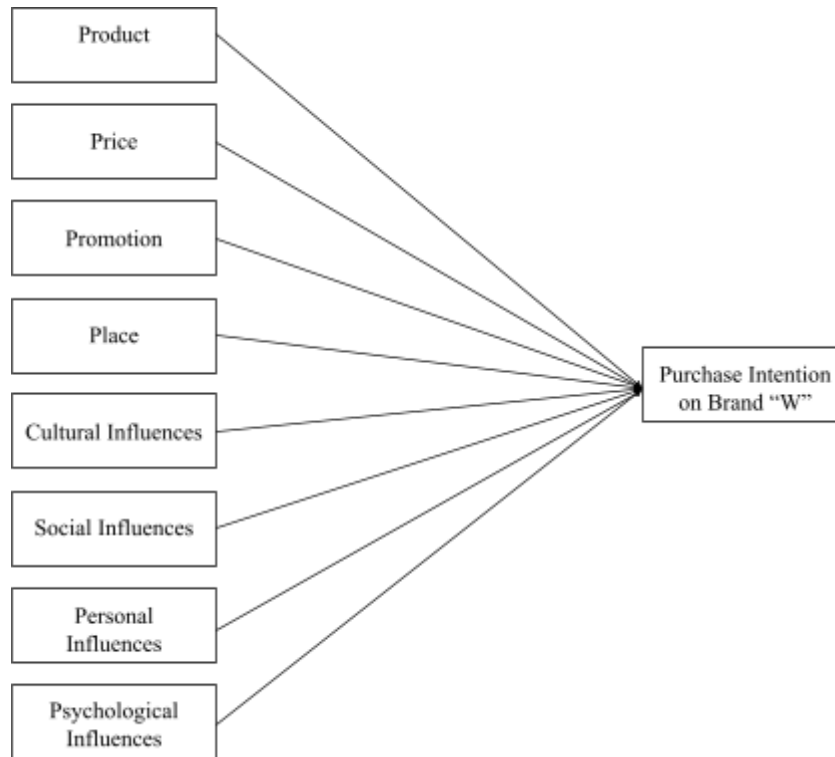


Figure 2.2.4.3: The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya (Nugroho et al , 2017)

In the research model of Nugroho, Irena (2017) the author has clearly shown that the promotional element has a strong link to customer behavior. These factors are said to be as fundamental as the 4Ps: Product, Price, Place, Promotion (McCarthy, 1960) directly influence customer behavior.

The author argues that the same product as clothes, household items or decorations with the same function, the quality is not too different, but the items come from famous brands, appearing more

and more familiar will be retained even if not used. This argument of the author has emphasized the importance of promotional factors affecting customer behavior.

Brand promotion not only affects the behavior of choosing one brand over another, it also affects the "product upgrade" behavior of customers. Products with high durability, but when the product has a fault or damage, although it can be repaired or restored and continue to be used, customers tend to "upgrade" to another product of the same brand (this benefits the manufacturer). Old and "obsolete" products are no longer favored and desired by consumers (Paden & Steel, 2005). Therefore, promotion is an interesting factor when studying customer behavior.

From the above arguments, in order to ensure objectivity and fairness, we decided to use two factors that are promotion and product attribute, more specifically, product attributes as the main factor in the promotion of our research paper.

2.2.4.4 Factors Affecting the Demand of Smartphone among Young Adult

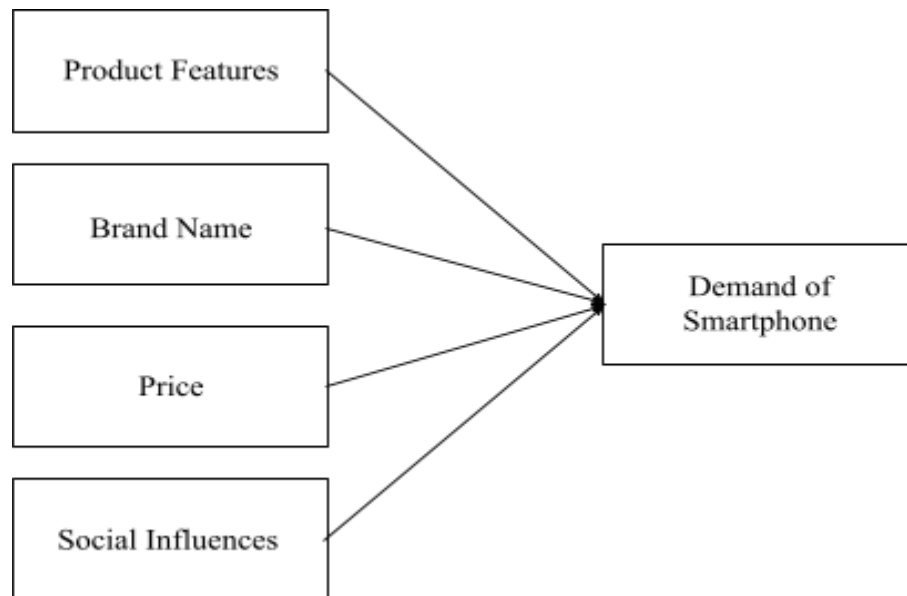


Figure 2.2.4.4.1 Factors Affecting the Demand of Smartphone among Young Adult (Chow et al , 2011)

The price factor has been strongly linked to customer purchasing behavior in Mei Min Chow's research model (Chow et al., 2011). The author has stated that price will always be the first consideration for consumers when making a purchase decision.

The price of a product influences not only purchasing behavior, but also the customer's perception of the brand and the quality of that product. According to Chow et al (2011), the price for buyers is the amount of money they must pay to have the right to use and own the product. When deciding to purchase a product, customers must carefully consider the price based on their financial situation.

Consumers believe that higher prices imply higher quality, and that lower prices imply lower quality (Rao & Monroe, 1988). As a result, this is an important factor for customers to consider when evaluating product quality.

Chow et al (2011) also stated that for businesses, price is a critical factor in determining market demand for that product. Pricing has an impact on a company's competition, market share, revenue, and profits. However, the author also stated that price is a marketing mix tool that has the greatest impact on the market when compared to other strategies. Price is an important competitive tool for businesses because it allows them to easily, flexibly, and quickly adjust prices. Opponents, on the other hand, can respond. According to Ahlert et al (2007), more than 90% of retailers in this market regularly check the prices of their competitors.

As a result, we assess price as a psychological construct related to firm success, as it influences both consumer purchasing decisions and sales margins. Simultaneously, it can assist businesses in tapping into consumers' willingness to pay.

Based on the foregoing arguments, we determined that the price factor would be the primary focus of the study.

2.2.4.5 Factors Affecting Bangkok-Based Consumers' Purchase Intention For Smartphones

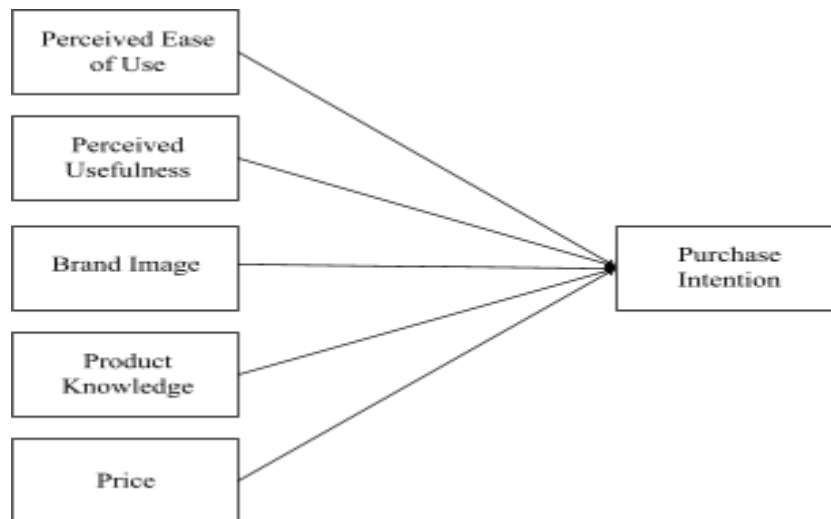


Figure 2.2.4.5.1 Factors Affecting Bangkok-Based Consumers' Purchase Intention For Smartphones (Thokchom 2012)

Rabi Singh Thokchom's research model demonstrated that, while brand image is a component, it has a certain influence on how the brand is perceived (Thokchom, 2012). Special, eye-catching images frequently arouse imagination, elicit emotions, or recall an experience or attitude. According to Low and Lamp, brand image is "the rational or emotional perception of consumers associated with a brand" (2000). In other words, brand image is how customers perceive a brand. Apple consistently tops surveys of the most loved and effective brands because it succeeds in creating the impression that its products are sleek, innovative, top status symbols, and extremely useful. Apple's brand identity and brand image are inextricably linked.

Thokchom not only investigates the impact of brand image, but also emphasizes the opportunities for businesses when they expand their brands. According to Aaker (1990), "Brand Expansion occurs when a company uses established Brand Names to introduce a product into a new product

category." Thokchom (2012) stated that when a company's brand image is high enough that it wants to expand its brand, it should create its own sub-brand to develop and expand many opportunities. Sub-brands are brands that develop from the main brand to create a new product line.

He provides more Consumer Research as a business document for Brand Image. Customers and businesses are both affected by Brand Image, according to Aaker (1991), primarily because they have difficulty distinguishing between products and services based on the quality of the products. It can also be understood that, with the rise of brands in the market, consumers' purchasing decisions are largely influenced by the brand image rather than the brand itself.

To summarize, brand image is what consumers think of when they hear the name of a brand. The feelings and thoughts of consumers towards the brand are the heart of brand image. We chose brand image as the primary factor for the study based on Thokchom's model and definitions from other researchers.

2.3. Literature gaps

The above studies have clearly stated about the factors affecting customer's consumption behavior, namely the factors affecting the purchase intention of customers. But the biggest limitation of these studies is that none of them have been carried out in Vietnam. One of the factors mentioned in the studies is the socio-environmental factor. In a developing and volatile economic environment, along with specific socio-cultural factors, the Vietnamese market is unlike any of the above markets.

To explain the research question of the topic, based on the shortcomings of the mentioned models, we decided to conduct a new, intuitive and concise study related to the factors affecting the purchase intention of consumers.

2.4. Practical problems

To talk about Apple's market in Vietnam, by 2025, 95% of individuals in Hanoi will own a smartphone (Vietnamplus.vn, 2021). In fact, in Vietnam, Apple's retail sales only reached 6.6% of the total market output (Euromonitor International, 2021). Therefore, it can be said that for Apple, the Vietnamese market in general and Hanoi in particular is a potential market, opening up many new opportunities.

Furthermore, with numerous local and international phone brands entering the Vietnamese market, competition from domestically made brands such as BPhone, Mobiistar, Viettel, and others is severe. (AnhNQ, 2017) in many aspects like pricing, promotion, or delivery are simple, and international companies such as Oppo, Xiaomi, Samsung,... (Linh, 2021) also have specific campaigns directed at the Vietnamese market, to compare with the brands on Apple are extremely low, resulting in a genuine challenge: In Vietnam, more study is required for Apple to develop in this specific market.

2.5. Proposed research model

From the theories, hypotheses and studies mentioned above on the behavior and intention of customers, the following research model is formed to explain the purchase intention of customers with iPhone products in the market in Ha Noi, Vietnam.

Our proposed research model includes the following factors: Product, Promotion, Brand image, Social, Price, Brand Loyalty, Perceived brand quality. From the model, the reader will easily visualize the link between purchase intention (iPhone product) and the factors listed.

2.5.1. Product attributes

Product attributes are product components that describe its features. Product attributes are specific, objective and observable. These attributes will be preserved and unchanged over time. But based on each plan or attributes the market of the product can be added or subtracted.

All purchasing decisions are initiated from the physical nature of the products (as attributes) and the next is benefits and other values (Gutman, 1982). Therefore, the attribute factor not only ensures objectivity when researching together with the promotional factor, but here is also a basic and important factor. Therefore, we draw the following conclusions with our variable:

H1: Product positively affects customers' purchase intention of iPhone products

2.5.2. Promotion

Promotion is defined as corporate activities that aim to market products and persuade customers to buy them (Kotler & Armstrong, 2016). As a result, with the right promotion strategy, businesses can better market their products and influence potential customers to buy the product.

Promotion means the promotion of consumption, promotion, advertising. Promotion in Marketing is understood as advertisement, including advertising tools, PR, or a discount of a particular product or service. With the aim to enhance the ability to sell at the best price so that customers could have the opportunity to choose, promotion is a very important component of Marketing because it can promote brand recognition and sales. Because of the importance of the Promotion factor in reality as well as in theory, we have come to the following conclusions:

H2: Promotion positively affects customers' purchase intention of iPhone products

2.5.3. Brand Image

"Image is the set of beliefs, ideas and impressions that a person holds in relation to an object," according to Kotler (2001). Therefore, brand image is the synthesis of beliefs, ideas and

impressions that customers had about the brand. Brand image can also be thought of as the perception of the brand in the mind of the customers. In other words, brand image is how customers think about a brand. This image develops over time, customers form images based on their interactions and experiences with the brand. These interactions take place in many forms and do not necessarily involve the purchase or use of products or services. A brand may be perceived differently by different customers. Therefore, forming a consistent brand image is a big task for any businesses

Brand image is the key to the success of the giants in the market, so we conclude with the following variable:

H3: Brand image positively affects customers' purchase intention of iPhone products

2.5.4. Social influence

According to Tanweer (2013) , social influence refers to how individuals change their behaviors to meet the needs of the social environment. It takes many forms and can be seen in conformity, socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing. Typically social influence comes from a particular action, command, or request, but people also change their attitudes and behaviors in response to what they perceive others to be doing or thinking. Three types of social influence have been acknowledged (Kelman, 1958).

- Compliance is when people appear to agree with others but actually keep their disagreements private.
- Identification is when people are influenced by someone who is liked and respected, such as a celebrity.
- Internalization Internalization is when people accept a belief or behavior and agree on both public and private sides.

These social influences can lead to changes in people's behaviors and decisions, so this is a factor that is both scientific and practical. Therefore, we make the following conclusions with the variable:

H4: Social influence positively affects customers' purchase intention of iPhone products

2.5.5. Price

According to Chow et al (2011) , price is the monetary value of a unit of a good, service, asset, or factor input. In some markets, prices are determined entirely by the market or by the forces of supply and demand (for example, a perfectly competitive market). In other markets (e.g. monopolistic market), major suppliers have a significant impact on market prices. In some cases, prices may be regulated and adjusted by the government by means of price and income policy (Nguyen, 2006).

For any current products or services, there is a certain price attached to it so that customers can consider whether to pay or not. Because the price factor exists in all products and services and has gone deep into the subconscious of customers. Price will frequently go against quantity consumed, and since more quantity consumed correlates to better buying intention, we can assume that the direction of price change and purchase intention will conversely correlate .We have the following conclusion for the variable:

H5: Price negatively affects customers' purchase intention of iPhone products

2.5.6. Perceived brand quality

According to Olshavsky (1985), brand quality might be indicative of brand image. This implies that consumers who have a favorable opinion of the brand will have a favorable opinion of the goods. Perceived quality is the psychological value that appears in comparison, other than the physical or claimed quality of products. Technical parameters such as pH, water content, sugar, vitamins ... shown on product labels have almost no effect on consumers' buying behavior, but other factors such as: Difference, feeling of luxury, feeling of confidence when using or similar factors determine the level of satisfaction of consumers with each brand. With the same consumption needs, each individual may have different consumption preferences. The different

preferences that are the basis for making a difference in perceived quality, exist in the feelings of consumers, requiring businesses to take measures to understand, identify and meet.

Unlike factors like Product or Price, Perceived brand quality factor is an invisible factor that exists in parallel and independently in the mind of each customer. Because of the diversity of factors and individual factors, there hasn't been a lot of research done on this factor. So in this study, we want to monitor whether the change of the above factor changes the intention to buy or not. The hypothesis we give for this factor is:

H6: Perceived brand quality positively affects customers' purchase intention of iPhone products

2.5.7. Research models

It can be concluded that all the definitions, theories, models and arguments given in this section are based on validated research models. From there, we come up with a research model that has accurate criteria, is easy to understand, easy to implement and suitable for the research environment and scope. The model that meets the stated criteria is as follows:

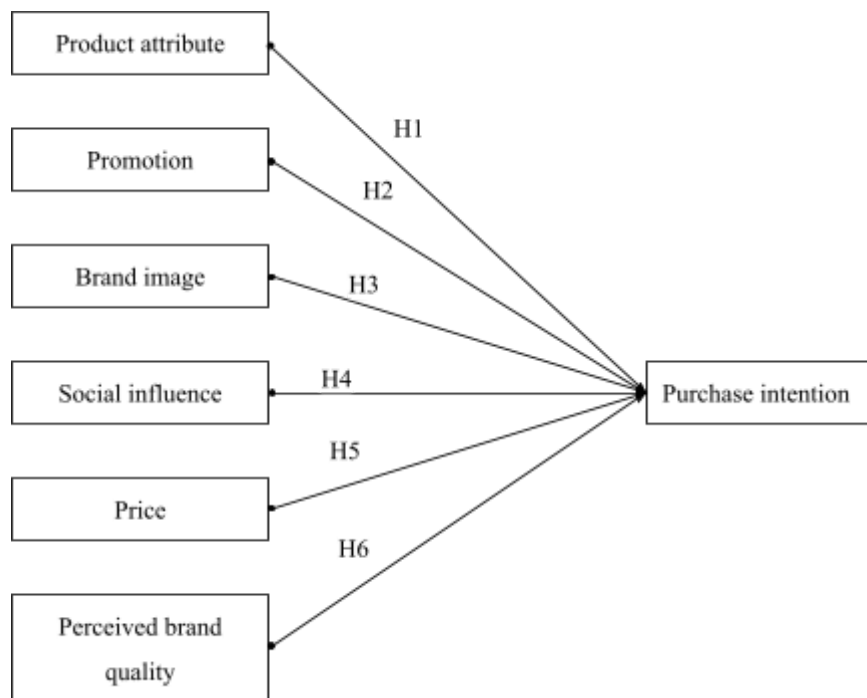


Figure 2.5.7.1 Research on the factors that affect the purchase intention of iPhone in Hanoi

2.6. Conclusion

The content in the theoretical basis is related to customer behaviors in general and purchase intention in particular in the iPhone market in Hanoi, Vietnam. All of the theories mentioned above talk about purchase intention, customer behavior and related issues. Based on those theories to provide a research model on the factors affecting the intention to buy an iPhone. Factors that are thought to influence the purchase intention of customers are: Product, Promotion, Brand image, Social, Price, Perceived brand quality. These factors are included in the model as follows:

H1: Product attribute positively affects customers' purchase intention of iPhone products

H2: Promotion positively affects customers' purchase intention of iPhone products

H3: Brand image positively affects customers' purchase intention of iPhone products

H4: Social influence positively affects customers' purchase intention of iPhone products

H5: Price negatively affects customers' purchase intention of iPhone products

H6: Perceived brand quality positively affects customers' purchase intention of iPhone products

CHAPTER III: METHODOLOGY

Introduction

This chapter explains the methodology utilized in this study, why this study was chosen, and how this study was developed. This chapter is divided into six sections: the introduction covers the research philosophy, research approach, research methods, data sources including Secondary data, Primary data, data collection methods including Target sample and Sampling design, Sample design including identifier, ordinal, interval, ratio, Sampling method, Sample size, Data analysis method, Descriptive analysis, Reliability analysis, Correlation analysis, Limits and conclusions. The best approach for the research is chosen based on the particular characteristics of each method.

3.1 Research philosophy

There are four categories which are realism, positivism, interpretivism, pragmatism.

Realism

Realism research philosophy, according to Saunders et al (2012), is based on the premise of reality's independence from the human mind. This philosophy is based on the assumption of a scientific approach to the development of knowledge. It can be divided into two groups: direct and indirect.

Interpretivism

Following Collins (2010), Interpretivism is identified with the philosophical situation of idealism. It used a variety of methods, including social constructivism, phenomenology, and hermeneutics. These approaches reject the objective idea that meaning exists outside of awareness in the world.

Positivism

This technique is based on quantitative observations that lead to factual assessments, according to Saunders et al (2012). Positivism, as a logic, falls under the empiricist's view of information derived from human activity. It has an atomistic, ontological view of the world as a collection of

discrete, discernible components and events that interact in an observable, determined and regular manner.

Pragmatism

According to Saunders et al (2012), there are many alternative perspectives to the world and conducting research that are recognized by the pragmatic method, and no single point of view can ever provide the complete picture and numerous conceivable realities.

Conclusion:

On the whole, after considering four rationalities, the research philosophy about the factor improving the purchase intention of iPhone in Hanoi is pragmatism. As specified over, the pragmatism approach can integrate many different studies in a single study. Some approaches are applied for gathering information and data, the actual observation that is pointed out from the firm’s activities, the collected data which is measured by preparing questionnaires, surveys, and the objects being interviewed are included. This advantage makes research work well over time, which is extremely consistent with the requirements of this study.

3.2 Research process

The research process, according to Hair (2012), consists of four stages: identifying the research problem, selecting the right research design, implementing the research design, and communicating the research results. The steps below are divided into phases to help you envision the research process.

Phase I	Determine the Research Problem
	Step 1: Identify and clarify information needs

	Step 2: Define the research problem and questions
	Step 3: Specify research objective and confirm the information value
Phase II	Select the Research Design
	Step 4: Determine the research design and data sources
	Step 5: Develop the sampling design and sample size
	Step 6: Examine measurement issues and scales
	Step 7: Design and pretest the questionnaire
Phase III	Execute the Research Design
	Step 8: Collect the prepared data
	Step 9: Analyze data
	Step 10: Interpret data to create knowledge
Phase IV	Communicate the Research Results
	Step 11: Prepare and present final report

Table 3.1 Phases and step in the information Research Process (Hair, 2012)

Research process is the process of gathering information, analyzing information, explaining information after analyzing it and making it specific data.

3.3 Research methodology and Research Approach

3.3.1 Research methodology

There are two methods for gathering and analyzing data: qualitative research and quantitative research. Each of these forms of study has distinct aims and techniques, both of which are critical for acquiring various sorts of information.

Because the sample collection method is an online survey, we chose quantitative research for our report.

3.3.1.1 Quantitative research

- Definition

According to Babbie (2010), quantitative methods emphasize objective measurements and statistical mathematical or numerical assessment of data obtained through polls, questionnaires, and surveys, or by using computing tools to control earlier measured data. Quantitative research is concerned with acquiring numerical data and aggregating it across groups of people, as well as forecasting or clarifying a specific occurrence.

- Characteristics of Quantitative Research

According to Henwood (1993), quantitative research is easier for researchers to employ than qualitative research because it deals with quantity and numeric data. The goal of quantitative research is to evaluate variables that are related to the research objective and consider their correlation by converting the data into numbers and number statistics.

- Quantitative data format

Collecting information is used to classify groups. For example, amounts, numbers, incidence and prevalence

- Quantitative disadvantage

An ineffective method for studying individuals, particularly human behavior, because the responses of objects are influenced by a variety of circumstances that lead to subjectivity. Even

when employing a standardized measure, there will be variations in how questions are understood. This occurs when participants do not understand the questions posed by the researchers' intentions, but interpret them differently and answer appropriately.

- *Quantitative advantage*

Quantitative research is a well-known and widely used strategy that many students have learnt and put into practice utilizing the scientific method. The results are valid, dependable, and generalizable to a larger population, which is a major benefit of this approach.

As a result, quantitative research is ideal for putting assumptions to the test.

3.3.2 Research approach

According to Saunders et al (2012), a research approach is used to establish hypotheses and conclusions whether the results are correct or incorrect. There are two basic types of research approaches: Inductive and deductive.

3.3.2.1 Deductive

Deductive reasoning works from broad to narrow. This is sometimes referred to as a "top-down" strategy. We could start by formulating a hypothesis regarding our research topic. After that, we limit it down to more specific hypotheses that may be tested. When collecting observations to address the hypotheses, we restrict it down even more. This allows us to test hypotheses with specific facts, resulting in confirmation (or rejection) of our initial ideas.

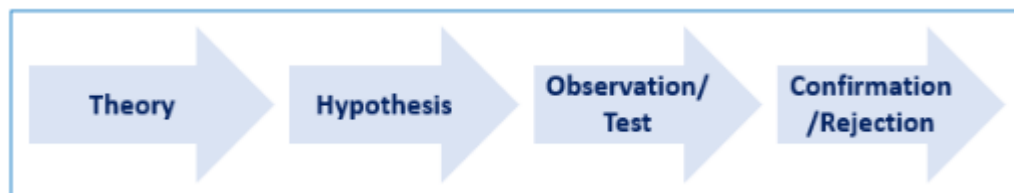


Figure 3.3.2.1.1 Deductive method

3.3.2.2 Inductive

Inductive reasoning moves from individual facts to broader generalizations and ideas in the other direction. This is frequently referred to as a "bottom up" approach (notice that it's "bottom up" rather than "bottoms up," which is what the bartender says to customers when he's trying to close for the night!). Inductive reasoning starts with specific observations and measurements, then moves on to detecting patterns and regularities, forming some preliminary hypotheses to test, and finally arriving at some broad conclusions or theories.



Figure 3.3.2.2 Inductive method

3.3.2.3 Conclusion

Based on a comparison between deductive and inductive reasoning. The deductive research strategy is chosen as the most acceptable analytical method in this study. The use of the deductive method is also ideal for quantifying concepts, explaining causal linkages between service quality dimensions and airline service quality after the epidemic (concepts and variables), and generalizing study findings to some extent.

3.4 Research Design

Research design serves as a master plan of the methods used to collect and analyze data. The most appropriate study design is determined by the research objectives and information requirements (J. F. Hair et al, 2010). There are three major types of research design: descriptive, exploratory, and causal. To accomplish research objectives, an individual research project may involve a combination of exploratory, descriptive, and/or causal methodologies.

- As the name implies, the main goal of exploratory research is to explore an issue to provide insights and insights for more precise investigation. It focuses on exploring consumer attitudes and behaviors through the hypotheses proposed by the researcher.
- The main purpose of exploratory research is to better understand the research problem. Exploratory research aims to help researchers form a problem, better understand the problem being studied about consumer attitudes and behavior through the hypotheses proposed by the researcher.
- The goal of causal research is to find the link between cause and effect.

Researchers in this study were able to quickly organize and plan research in order to manage the goals that were stated when employing research design. As a result, all three research approaches were merged in this study.

3.5 Data sources

3.5.1 Secondary data

Secondary data refers to data that is collected by someone other than the primary user (Schutt, 2006). Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. Primary data, by contrast, are collected by the investigator conducting the research.

Unprocessed data (also known as raw data) and processed data are both examples of secondary data. As a result, the researcher does not collect secondary data directly. Secondary data is pre-collected, publicly available information, which may or may not include inside firm information. Secondary data is simple to get in a short period of time and at a minimal cost. To put

in another way, secondary data offers the benefit of saving both money and time. Secondary data is broad, extensive, and originates from a variety of sources.

3.5.2 Primary data

According to Key Differences, first of all, primary data is the data directly collected by the researcher himself, through the four most common methods: experiment, observation, interview, survey.

Primary data also has 4 characteristics. It is the source of information & original data, so it is more accurate and reliable (because the researcher can directly monitor and evaluate the research process). Primary data is usually used for research purposes only. The data range is quite narrow (niche) because it only comes from the study of one or a few researchers.

In addition, primary data takes a lot of time & financial resources to collect. However, this source of information is often new and up-to-date.

3.5.3. Conclusion

This study uses both primary and secondary data to acquire information and data for the study of factors influencing the intention to buy an iPhone. Online surveys are used to collect primary data, which is then analyzed using SPSS. Internet and research publications, as well as the company's official website, are examples of secondary data.

3.6 Data collection method

3.6.1 Target sample

The purpose of the survey is to find out which factors directly affect the intention to buy iPhone. The research scope of the topic was expanded in Hanoi and focused on 3 separate groups of subjects in order to provide the most objective and accurate data information:

Target sample characteristics:

- Survey type: Online survey
- Age: 18–50

- Gender: Male / Female and others
- Expected number of respondents: 500
- Research scope: Hanoi, Vietnam
- Occupation: Student, Officer, Worker, Manager, Entrepreneur, Others

3.6.2 Sample design

There are four types of measurement scales: nominal scale, ordinal scale, interval scale, ratio scale. Nominal scale is used for property data which cannot express the level. The numbers in this section are only used to classify objects, they have no other meaning.

Ordinal scale used for attribute characteristics, the values are arranged in ascending or descending order. Now the numbers on the nominal scale are arranged in a certain hierarchical principle, but we don't know the gap between them.

Interval scale used for quantitative characteristics, a hierarchical scale with equal and continuous gap. This is a special type of scale because it shows the gap between each scale point.

Ratio scale allows the researchers to find the difference between each point and make comparison between the responses.

In this study, nominal scale and Likert scale are selected. That information, such as gender, age, career, program studying, location will represent a nominal scale. The agreement of the customer will be represented by Likert scale from “not at all satisfied” to “extremely satisfied”.

3.7 Questionnaire design

3.7.1 Sampling method

There are two popular sampling methods in research design: probability sampling methods and non-probability sampling methods. Probability sampling is the best way for us to select a sample that is likely to represent the whole. Because the sampling errors can be calculated, so that we can apply statistical estimation methods, test the statistical hypothesis in data processing to extrapolate the results on the sample to the overall population. Non-random sampling (or non-probability sampling) is a sampling method in which the units in the population are not

equally capable to be selected for the sample. The non-random sampling is completely dependent on the experience and the overall understanding of the researcher, so the results of the survey are often subjective.

In this research, authors will choose a probability sampling method to support the researchers to test the questionnaire easier at the same time. When authors use it, applicants are chosen based on availability.

3.7.2 Sample size

Research results are directly affected by the sample size selection stage. Because larger sample sizes will yield better results, reduce the likelihood of errors and appreciate the accuracy of the research results.

The sample size is calculated based on a 5: 1 ratio that is very important for research (Hair et al. 2012). Therefore, the minimum size of this study should be at least 5 times depending on the quantitative of the question. In this case, there are 41 questions that mean the minimum sample size must be at least: $n = 5 * 41 = 205$

In addition, Tabacknick and Fidell (1996) have created sample size assessments for six levels:

Very poor	50 surveys
Poor	100 surveys
Fair	200 surveys
Good	300 surveys
Very good	500 surveys
Excellent	1000 surveys

Table 3.2 Level of sample size

In order to conduct the study, the survey was collected in two weeks (from October 14 to July 28, 2021). The total number of samples which need to be collected is over 500 samples answered via an online platform.

3.7.3 Questionnaire design

Following Hair (2010), there are 7 steps in the Questionnaire design.

- Step 1: Confirm research objectives
- Step 2: Select an appropriate data collection method
- Step 3: Develop question and scaling
- Step 4: Determine layout and evaluate the questionnaire
- Step 5: Obtain initial client approval
- Step 6: Pretest, revise, and finalize the questionnaire
- Step 7: Implement the survey

3.7.4 General question of factors in the survey

The Product Attributes/Features scale is based on the Chun-Mei Chen et al. (2018) scale consisting of 7 observed variables coded from PA1 to PA8.

	<i>Measurement</i>
<i>Item</i>	<i>Product Attributes/Features</i>
<i>PA 1</i>	<i>Screen size</i>
<i>PA 2</i>	<i>Photography pixels.</i>
<i>PA 3</i>	<i>Exterior design.</i>
<i>PA 4</i>	<i>Thickness and weight.</i>
<i>PA 5</i>	<i>Durability</i>

PA 6	<i>Warranty period.</i>
PA 7	<i>After-sales repair service.</i>

Promotion scale is based on scale of Yoo et al. (2000) includes 04 observed variables code PR1 to PR4

	Promotion
PR 1	<i>Iphone products are advertised strongly</i>
PR 2	<i>IPhone advertising campaigns seem very expensive compared to competing brands</i>
PR 3	<i>Advertising campaigns for iPhone are seen often</i>
PR 4	<i>Price deals for the iPhone are frequently offered.</i>

The Brand Image scale is based on two scales of Tee (2015) and Belén del Río et al. (2001) includes 04 observed variables coded from BI to BI4.

	Brand Image
BI 1	<i>Brand image is an attraction for me to purchase a smartphone.</i>
BI 2	<i>You will consider the brand image when buying a smartphone with a higher price.</i>
BI 3	<i>You will make my purchase according to your favorite's smartphone brand, regardless of the price.</i>
BI 4	<i>Smartphone's brand name is your priority when making a purchase decision.</i>

Social factors scale is based on 2 scales of Faiz (2016) and Verkasalo (2010) including 06 observed variables coded from SF1 to SF6

	Social factors
SF 1	<i>You chose iPhone because it is highly recognized</i>
SF 2	<i>You chose iPhone because it has good reviews</i>
SF 3	<i>You chose iPhone because it is the current trend</i>
SF 4	<i>When you intent to purchase iPhone, you asked for suggestions to your family, relatives and close friend</i>
SF5	<i>Using the iPhone also reflects your personality to other people</i>
SF 6	<i>You want to use the iPhone because my friends do so, and you want to belong to the Group Member</i>

PRICE scale is based on 3 scales of Sinhaa (1999), Grewal (1998) and Richardson et al. (1994) includes 03 observed variables coded from P1 to P3

	Price
P 1	<i>Price is the most important factor when purchasing Smartphone</i>
P 2	<i>You compare prices of other Smartphone's brands and store brands before I choose one.</i>
P 3	<i>You buy Smartphone because they are worth to used regarding between with their price & usage quality.</i>

Perceived quality scale is based on 2 scales of (Tong and Hawley, 2009) and (Azad and Safaei, 2012) including 03 observed variables coded from PQ1 to PQ4.

	<i>Perceived quality</i>
<i>PQ 1</i>	<i>Apple brand provides very good quality Iphone products</i>
<i>PQ 2</i>	<i>Apple brand provides IPHONE products with great features</i>
<i>PQ 3</i>	<i>Apple brand has better quality performance than other brands.</i>

The Purchase Intention scale is based on two scales of Ching-Fu & Yu-Ying(2008) and Faiz (2016) including 04 observed variables coded from PII to PI5.

	<i>Purchase Intention</i>
<i>PI 1</i>	<i>I am willing to purchase this iPhone products in the future</i>
<i>PI 2</i>	<i>I will not consider other brand besides iPhone</i>
<i>PI 3</i>	<i>When I think about Smartphone brand, iPhone comes into my mind first</i>
<i>PI 4</i>	<i>I will not consider other brand besides iPhone</i>

3.8 Data analysis method

3.8.1 Descriptive analysis

As noted before in this study, we use SPSS 20 (Statistics Suite for Social Sciences) to evaluate survey findings. SPSS is a widely used tool for evaluating and processing primary data in sociological and economic research. SPSS was used to assess the reliability of the variables and test the hypothesis. Evaluating the dependability of the variables is a critical step in determining if the acquired data qualifies for further analysis. The validity is then investigated using exploratory factor analysis. The next stage is to evaluate hypotheses using correlation analysis. Finally, regression analysis is utilized to evaluate the influence of each element, which is also a crucial step in drawing precise conclusions from the study.

3.8.2 Reliability analysis

Cronbach's Alpha is a reliability test used to measure the internal consistency and reliability of a questionnaire. According to Cronbach (Cronbach, 1951), Rules for Cronbach's Alpha is the measurement very reliable to show the results of this study:

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.98$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 3.3 Rule of Cronbach's Alpha

So $\alpha > 0.6$ would be more acceptable and correct, according to this table.

3.8.3 Exploratory factor analysis (EFA)

The exploratory factor analysis (EFA) approach assists researchers in evaluating two crucial scale values: convergent value and discriminant value. The correlation coefficient must be larger than 0.5 to determine whether a variable truly gives value to a component. EFA should not be used if the correlation coefficient is less than 0.5. (Hair, 2009)

The Kaiser-Meyer-Olkin (KMO) test compares the size of the correlation coefficient between two variables with their respective correlation coefficients. To use EFA, KMO must be greater than 0.50, Kaiser (1974) suggested the following:

$KMO \geq 0.90$: Very good;

$0.80 \leq KMO < 0.90$: Good;

$0.70 \leq KMO < 0.80$: Yes;

$0.60 \leq KMO < 0.70$: Alright;

$0.50 \leq KMO < 0.60$: Bad;

$KMO < 0.50$: Not acceptable

3.8.4 Correlation analysis

The Pearson correlation coefficient analysis (r) is a statistical technique showing the relative between two variables and their degree of correlation. A correlation is a positive result when its variables increase or decrease in parallel; on the other hand, one variable goes up and another goes down making the opposite result. The level of trust is estimated based on the following standard:

- Correlation < 0 (-): one variable goes up and the other goes down.
- Correlation > 0 (+): two variables increase or decrease in parallel.

Also, According to (J. F. Hair *et al.*, 2010), the strength and weakness of the variables are measured according to these rules :

Range of Coefficient	Description of Strength
$\pm.81$ to ± 1.00	Very strong
$\pm.61$ to $\pm.80$	Strong
$\pm.41$ to $\pm.60$	Moderate

±.21 to ±.40	Weak
±.00 to ±.20	Weak to no relationship

Table 3.4 Rule of Coefficient

3.8.5 Regression analysis

Regression analysis is a type of study that demonstrates the connection between one variable (the dependent variable) and other factors (the independent variable).

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_kX_k + u_i.$$

Where X_i is the independent variable, coefficient β_i denotes the slope, Y denotes the dependent variable, and u_i denotes the residual.

Regression analysis is a phase that determines whether or not the given research hypothesis is accepted.

3.9 Limitations

Each method has its own limitations and this method also has several drawbacks. The research period is quite short, so the spread of the information collection process is not too much. In addition, the survey is unlikely to include all age groups because it is more difficult for older people to access the survey sample and conduct this type of survey. Another issue is that the survey only collects a limited quantity of valid data since the vast number of samples obtained makes it difficult to avoid the problem of erroneous or detailed data. putting time and effort into the responses.

3.10 Conclusion

In general, this chapter shows a complete and specific approach to conducting research and research models. In future research, data collection and data analysis are extremely important roles. Besides, this study also uses analytical methods such as descriptive analysis, regression analysis, correlation analysis and reliability analysis to produce these final results. The analysis of data is presented in more detail in the next chapter.

CHAPTER IV: ANALYSIS & FINDING

Introduction

We discussed SPSS software and related analytic ideas in the previous chapter. Based on the SPSS analysis system and associated investigations, over 400 data points were provided and collected for analysis in this chapter. Before beginning the study, everyone should be aware that the data is provided at random throughout the city of Hanoi, and that no interference or manipulation occurred during the three weeks of campaigning for surveys based on campaign. generated separately, unrelated to this research project.

4.1 Survey analysis

After the campaign was completed, all 503 questionnaires were gathered, yielding a very good result: more than 500 data points (Tabacknick and Fidell, 1996). The remaining 425 data are included in the study after 78 data are eliminated because they are not acceptable (not in Hanoi city).

4.1.1 Frequencies

In the analysis connected to the frequencies we acquired, we can see that the obtained data are split by gender, income, age, and employment. The analysis reveals which set of objects occupies the majority of the gathered data.

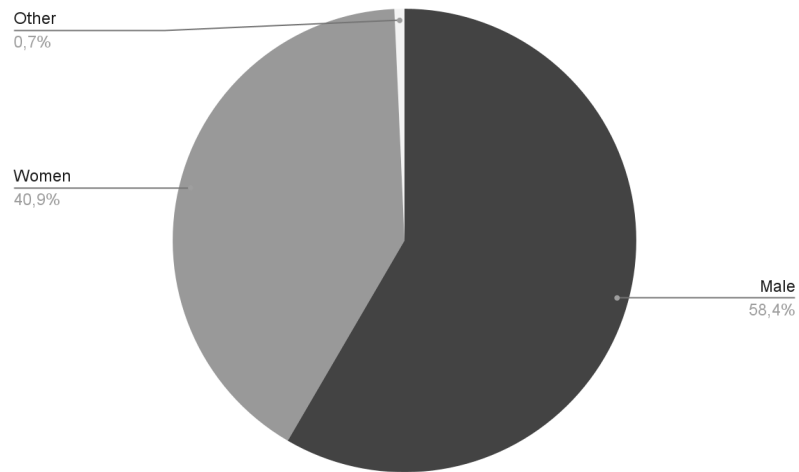


Figure 4.1.1.1 Percentage of gender who done the survey

When the survey is distributed, it is evident that the number of men and women is distinct and uneven. To support equal rights for the LGBTQ+ community, the group introduced the "Other" option in addition to the gender categories such as Male and Female. The "Other" category accounted for 0.7 percent of the total number of persons who completed questionnaires.

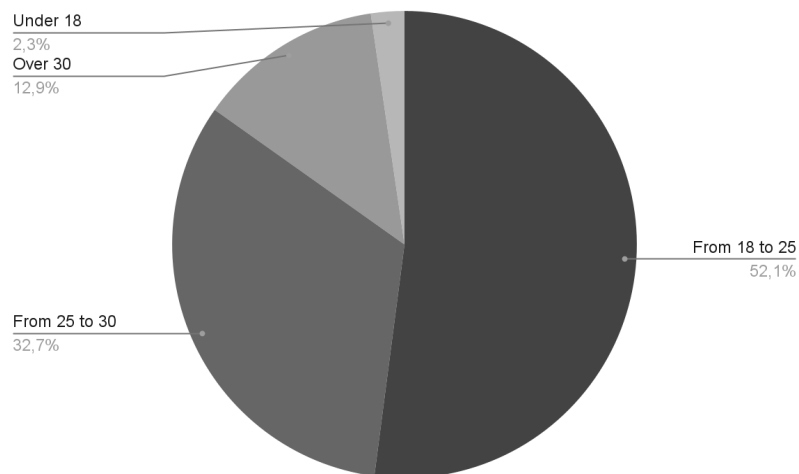


Figure 4.1.1.2 Percentage of ages who done the survey

The figure above shows that persons between the ages of 18 and 25 make up the majority; this is also the age of gen Z, the generation with easy access to information technology and the internet (Collisson, 2021) This is also the format in which the survey will be distributed. That is certainly the reason why the age groupings in this data are distributed unevenly.

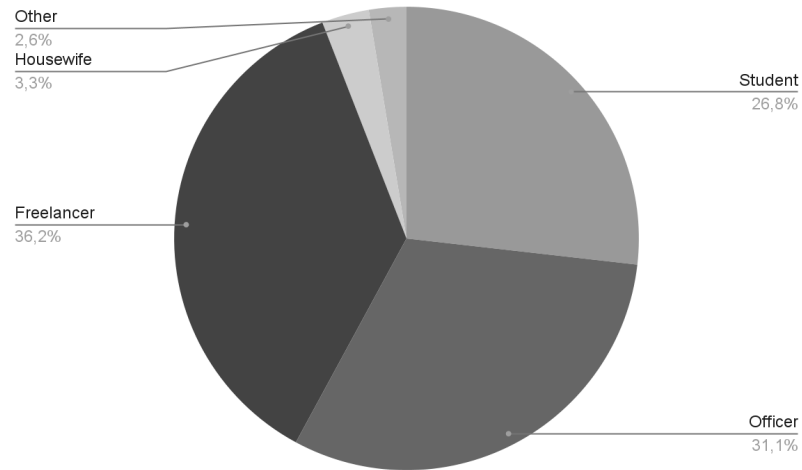


Figure 4.1.1.3 Percentage of occupation of the survey's respondents

In this research, occupation also yields intriguing data, as the occupation percentages of 'office workers,' 'students,' and 'freelance occupations' account for roughly equal amounts of 36.2 percent, 31.1 percent, and 26.8 percent, respectively, while other occupations make up a minority.

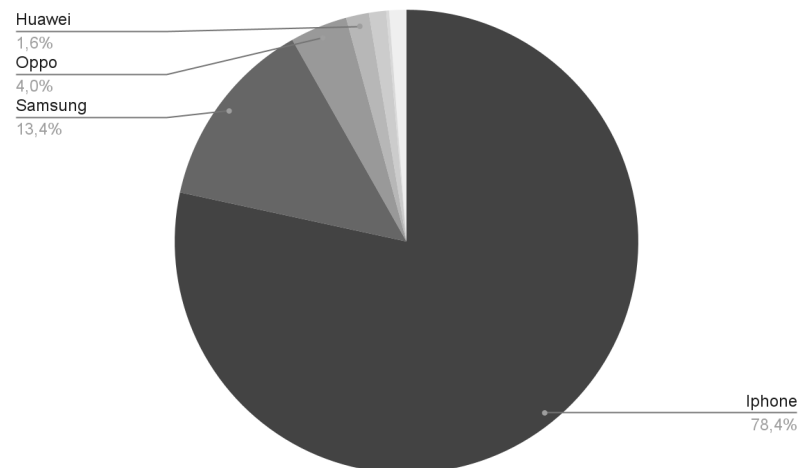


Figure 4.1.1.4 Percentage of Smartphone brand of the survey's respondents

This is further demonstrated by the question "What smartphone company do you use?" According to the statistics, 78.4 percent of poll respondents use iPhone devices.

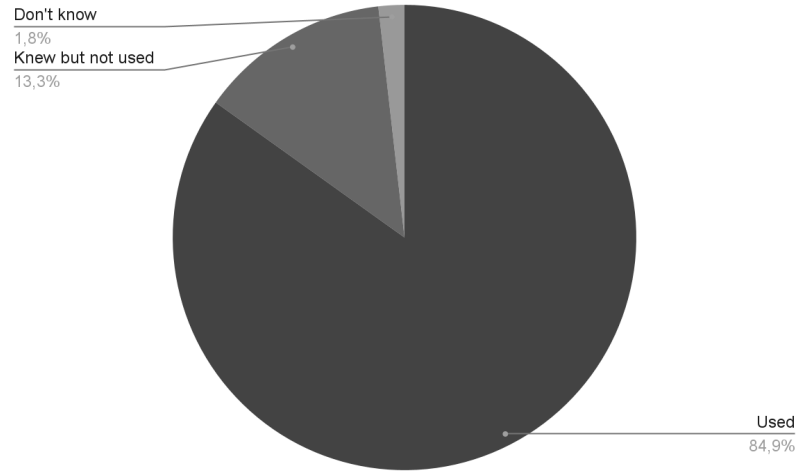


Figure 4.1.1.5 Percentage of people awareness about iPhone of the survey's respondents

People have utilized and remain loyal to the brand in a total of 84.6 percent of cases. The data clearly reveals that the iPhone product in the Hanoi market is a fantastic product when it has broad coverage and is well-liked by a large number of people. The analysis that follows will clarify this issue in great depth.

4.1.2 Descriptives

The Mean index in Descriptives analysis displays the mean value of the data. Variables H1 through H7 were grouped such that their mean Mean> metrics could be visually compared.

	N	Minimum	Maximum	Mean	Std. Deviation
Screen size	425	1	5	4.04	.745
Image quality	425	1	5	4.05	.766
External design	425	1	5	4.05	.796
Thickness and weight	425	1	5	4.04	.771
Reliability	425	1	5	4.11	.768
Warranty period	425	1	5	3.98	.856
Customer care	425	1	5	4.04	.834
Valid N (listwise)	425				

	N	Minimum	Maximum	Mean	Std. Deviation
iPhone is heavily advertised	425	1	5	3.22	1.208
Expensive advertising campaign	425	1	5	3.02	1.144

Popularity of the campaign	425	1	5	3.05	1.228
Advertising frequency	425	1	5	2.96	1.212
Valid N (listwise)	425				

	N	Minimum	Maximum	Mean	Std. Deviation
Attractive brand image	425	1	5	3.94	.790
Decisions based on brand image	425	1	5	3.89	.794
Shop by your favorite brand	425	1	5	3.68	.965
Brand preference when buying	425	1	5	3.86	.821
Valid N (listwise)	425				

	N	Minimum	Maximum	Mean	Std. Deviation
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Purchase because of a highly recognized brand	425	1	5	3.86	.894
Bought because of good reviews	425	1	5	3.87	.914
Buy for the trend	425	1	5	3.85	.963
Ask your family when deciding to buy	425	1	5	3.85	.942
Purchases that reflect personality	425	1	5	3.68	1.000
Buy because you want to be a member of your group	425	1	5	3.61	1.113
Valid N (listwise)	425				

	N	Minimum	Maximum	Mean	Std. Deviation
Price is the most important factor	425	1	5	3.85	.854
Compare prices of brands	425	1	5	3.79	.856

Quality worth the price	425	1	5	4.05	.783
Valid N (listwise)	425				

	N	Minimum	Maximum	Mean	Std. Deviation
Product is good quality	425	1	5	3.98	.784
Great feature	425	1	5	3.93	.804
Better performance than other brands	425	1	5	3.95	.821
Valid N (listwise)	425				

	N	Minimum	Maximum	Mean	Std. Deviation
Recommend you buy iPhone	425	1	5	3.93	.784
Brand Loyalty	425	1	5	3.91	.826

The first product that comes to mind	425	1	5	3.97	.894
Do not consider other brands	425	1	5	3.81	.972
Valid N (listwise)	425				

Table 4.1.2: Descriptives

Almost all mean values range from 3.0 to 4.0, with the exception of the question "Relating to the advertising frequency of iPhone products," demonstrating that the majority agrees with the assumptions proposed by the group, with the exception of <iPhone product advertising frequency>. This is hardly surprising given that Apple, in general, and iPhone goods in particular, seldom provide promotions.

4.1.3 Reliability

The scales are included in the Reliability test to verify the reliability, and their values are based on the Cronbach Alpha index (Nunnally, 1978). These tests will determine which variables should be removed from the next analysis.

Cronbach's Alpha	N of Items
.893	7

Table 4.1.3.1: Reliability Statistics of PA

The Cronbach alpha coefficient of the PA scale is $0.893 > 0.7$, indicating that the scale is reliable. To see if the scales in the PA factor group contain any relevant variables, look at the table below with the column of correlation coefficient of total variables. The findings reveal that the

correlation coefficient of all variables is larger than 0.3, indicating that these variables are appropriate for use in analyzing additional tests.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PA1	24.27	14.804	.581	.889
PA2	24.26	14.132	.689	.877
PA3	24.26	13.762	.727	.872
PA4	24.27	13.918	.726	.873
PA5	24.20	14.039	.705	.875
PA6	24.33	13.736	.665	.880
PA7	24.27	13.450	.742	.870

Table 4.1.3.2: Item-Total Statistics of PA

Cronbach's Alpha	N of Items
.875	4

Table 4.1.3.3: Reliability Statistics of PRO

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PRO1	9.16	9.765	.746	.834
PRO2	9.34	10.310	.704	.851
PRO3	9.30	9.710	.732	.840
PRO4	9.41	9.738	.745	.835

Table 4.1.3.4: Item-Total Statistics of PRO

The Cronbach alpha coefficient of the PRO scale is $0.875 > 0.7$, indicating that the scale is reliable. To see if the scales in the PRO factor group contain any relevant variables, look at the table below with the column correlation coefficient of the total variable. The findings reveal that the correlation coefficient of all variables is larger than 0.3, indicating that these variables are appropriate for use in analyzing additional tests.

Cronbach's Alpha	N of Items
.805	4

Table 4.1.3.5: Reliability Statistics of BI

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
--	----------------------------	--------------------------------	----------------------------------	----------------------------------

BI1	11.48	4.222	.668	.734
BI2	11.49	4.496	.616	.760
BI3	11.74	4.001	.544	.804
BI4	11.56	4.087	.681	.726

Table 4.1.3.6: Item-Total Statistics of BI

The Cronbach alpha coefficient of the BI scale is $0.805 > 0.7$, indicating that the scale is reliable. We can observe in the table below with the column correlation coefficient of the total variable if the scales in the BI factor group contain any acceptable variables or not. The findings reveal that the correlation coefficient of all variables is larger than 0.3, indicating that these variables are appropriate for use in analyzing additional tests.

Cronbach's Alpha	N of Items
.861	6

Table 4.1.3.7: Reliability Statistics of SF

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SF1	18.91	14.602	.664	.836
SF2	18.91	14.316	.679	.833

SF3	18.94	13.610	.735	.822
SF4	18.87	15.471	.512	.861
SF5	19.09	13.984	.655	.837
SF6	19.17	13.139	.682	.833

Table: 4.1.3.8: Item-Total Statistics of SF

The Cronbach alpha coefficient of the SF scale is $0.861 > 0.7$, indicating that the scale is reliable. We can observe in the table below using the column correlation coefficient of the total variable if the scales in the SF factor group have any appropriate variables to determine whether the scales in the SF factor group have any acceptable variables. The findings reveal that the correlation coefficient of all variables is larger than 0.3, indicating that these variables are appropriate for use in analyzing additional tests.

Cronbach's Alpha	N of Items
.765	3

Table 4.1.3.9: Reliability Statistics of PRI

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PRI1	7.81	1.958	.649	.625
PRI2	7.87	2.063	.598	.685

PRI3	7.60	2.325	.550	.736
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Table 4.1.3.10: Item-Total Statistics of PRI

The Cronbach alpha coefficient of the PRI scale is $0.765 > 0.7$, indicating that the scale is reliable. We can observe in the table below with the column of correlation coefficient of total variables if the scales in the PRI factor group contain any acceptable variables. The findings reveal that the correlation coefficient of all variables is larger than 0.3, indicating that these variables are appropriate for use in analyzing additional tests.

Cronbach's Alpha	N of Items
.810	3

Table 4.1.3.11 Reliability Statistics of PQ

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ1	7.93	1.839	.699	.700
PQ2	7.98	1.825	.675	.724
PQ3	7.95	1.899	.607	.795

Table 4.1.3.12: Item-Total Statistics of PQ

The Cronbach alpha coefficient of the PQ scale is $0.810 > 0.7$, indicating that the scale is reliable. We can observe in the table below using the column correlation coefficient of the total variable if the scales in the PQ factor group have any appropriate variables to determine whether the scales in the PQ factor group have any acceptable variables. The findings reveal that the correlation

coefficient of all variables is larger than 0.3, indicating that these variables are appropriate for use in analyzing additional tests.

Cronbach's Alpha	N of Items
.848	4

Table 4.1.3.13: Reliability Statistics of PI

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	11.47	5.122	.642	.825
PI2	11.52	4.694	.747	.782
PI3	11.46	4.461	.736	.784
PI4	11.60	4.562	.633	.834

Table 4.1.3.14: Item-Total Statistics of PI

The Cronbach alpha coefficient of the PI scale is $0.848 > 0.7$, indicating that the scale is reliable. We can observe in the table below with the column correlation coefficient of the total variable if the scales in the PI factor group contain any acceptable variables or not. The findings reveal that the correlation coefficient of all variables is larger than 0.3, indicating that these variables are appropriate for use in analyzing additional tests.

4.1.4 Factor Analysis

It is utilized in the exploratory factor test (EFA) to determine the factor's relevance in the ensuing analysis. We will eliminate unnecessary variables in this test and concentrate on examining significant variables using Dependent variables.

4.1.4.1 First EFA

Factor Analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.911
Bartlett's Test of Sphericity	Approx. Chi-Square	6329.303
	df	351
	Sig.	.000

Table 4.1.4.1.1 First KMO and Bartlett's Test

KMO value is $0.911 > 0.5$ and Sig value is $0.00 < 0.05$: **Ensure EFA condition**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

1	9.66 2	35.783	35.783	9.662	35.783	35.783	4.589	16.995	16.995
2	2.72 4	10.090	45.874	2.724	10.090	45.874	3.567	13.210	30.205
3	2.04 7	7.581	53.455	2.047	7.581	53.455	3.085	11.426	41.631
4	1.34 7	4.987	58.442	1.347	4.987	58.442	2.418	8.957	50.588
5	1.17 0	4.335	62.777	1.170	4.335	62.777	2.366	8.763	59.351
6	1.07 6	3.985	66.762	1.076	3.985	66.762	2.001	7.411	66.762
7	.897	3.324	70.085						
8	.832	3.081	73.166						
9	.698	2.584	75.750						
10	.642	2.379	78.130						
11	.513	1.901	80.031						
12	.485	1.795	81.826						
13	.457	1.693	83.518						
14	.443	1.641	85.160						
15	.421	1.558	86.718						

16	.401	1.486	88.204						
17	.386	1.428	89.632						
18	.360	1.334	90.966						
19	.351	1.299	92.265						
20	.332	1.230	93.495						
21	.317	1.174	94.669						
22	.291	1.078	95.746						
23	.272	1.008	96.754						
24	.263	.975	97.729						
25	.237	.877	98.606						
26	.206	.764	99.370						
27	.170	.630	100.000						

Table 4.1.4.1.2: First Total Variance Explained

Total variance extracted is 66.762% > 50% : **Ensure EFA condition**

	Component					
	1	2	3	4	5	6
PA2	.798					

PA3	.775					
PA7	.750					
PA5	.708					
PA4	.706					
PA6	.651					
PA1	.650					
SF6		.806				
SF5		.761				
SF3		.720				
SF1		.697				
SF2		.670				
SF4						
PRO1			.846			
PRO4			.832			
PRO3			.826			
PRO2			.819			
PQ1				.805		
PQ2				.783		
PQ3				.644		

BI3					.704	
BI2					.694	
BI1					.678	
BI4					.622	
PRI2						.739
PRI1						.719
PRI3						.543

Table 4.1.4.1.3: First Rotated Component Matrix

In the Rotated Matrix table above, EFA factor analysis yields 6 factors, and the variables converge to the right factors based on the study model. Furthermore, because SF4 has a convergence coefficient less than 0.5, it is not presented and does not ensure the degree of convergence in the 5 factor group [CS]. **This variable must be removed before running EFA a second time.**

4.1.4.2 Second EFA

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.908
Bartlett's Test of Sphericity	Approx. Chi-Square	6149.521
	df	325
	Sig.	.000

Table 4.1.4.2.1: Second KMO and Bartlett's Test

Although the second KMO value is 0.908, it still meets the conditions > 0.5 , and the Sig value is $0.00 < 0.05$: **Conditions for EFA are ensured.**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.408	36.183	36.183	9.408	36.183	36.183	4.572	17.584	17.584
2	2.685	10.327	46.510	2.685	10.327	46.510	3.272	12.584	30.168
3	1.998	7.685	54.196	1.998	7.685	54.196	3.082	11.856	42.024
4	1.346	5.178	59.374	1.346	5.178	59.374	2.384	9.170	51.194
5	1.157	4.452	63.825	1.157	4.452	63.825	2.377	9.142	60.336
6	1.075	4.135	67.960	1.075	4.135	67.960	1.982	7.624	67.960
7	.880	3.384	71.344						
8	.796	3.061	74.404						

9	.650	2.501	76.905						
10	.578	2.223	79.128						
11	.492	1.892	81.021						
12	.458	1.762	82.783						
13	.447	1.720	84.503						
14	.421	1.619	86.121						
15	.403	1.549	87.670						
16	.389	1.494	89.165						
17	.362	1.391	90.556						
18	.352	1.353	91.909						
19	.335	1.289	93.198						
20	.323	1.240	94.439						
21	.294	1.129	95.568						
22	.275	1.058	96.626						
23	.263	1.013	97.639						
24	.237	.911	98.550						
25	.207	.795	99.344						
26	.171	.656	100.000						

Table 4.1.4.2.2: Second Total Variance Explained

Total variance extracted is 67.960% > 50% : **Ensure EFA condition**

	Component					
	1	2	3	4	5	6
PA2	.799					
PA3	.774					
PA7	.753					
PA5	.712					
PA4	.708					
PA6	.654					
PA1	.642					
SF6		.796				
SF5		.760				
SF3		.715				
SF1		.709				
SF2		.668				
PRO1			.847			
PRO4			.831			

PRO3			.826			
PRO2			.820			
BI3				.709		
BI2				.701		
BI1				.683		
BI4				.630		
PQ1					.811	
PQ2					.782	
PQ3					.659	
PRI2						.724
PRI1						.706
PRI3						.541

Table 4.1.3.2.3: Second Rotated Component Matrix

All of the elements converged on the same component at the 2nd EFA. The factors at this second EFA demonstrate that the variables listed above are appropriate and qualified for regression investigation.

4.1.5 Correlations and Regression

The correlation equations for the variables under consideration will be generated in this study. Following the creation of the correlation equation, the group will utilize the equation to clarify the research issue and give recommendations in the following chapter.

4.1.5.1 Correlations

Correlations

Pearson correlation analysis of each independent variable and its relationship to the dependent variable PI_Y are all less than 0.05 --> These associations are all statistically significant for the dependent variable, indicating that these independent variables provide sufficient conditions. inclusion criteria for multivariable regression analysis

		PI_Y	PA_X1	PRO_X2	BI_X3	SF_X4	PRI_X5	PQ_X6
PI_Y	Pearson Correlation	1	.637**	.323**	.583**	.567**	.527**	.583**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	425	425	425	425	425	425	425
PA_X1	Pearson Correlation	.637**	1	.259**	.539**	.496**	.532**	.503**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	425	425	425	425	425	425	425
PRO_X2	Pearson Correlation	.323**	.259**	1	.316**	.158**	.360**	.244**
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.000
	N	425	425	425	425	425	425	425

BI_X3	Pearson Correlation	.583**	.539**	.316**	1	.591**	.517**	.521**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	425	425	425	425	425	425	425
SF_X4	Pearson Correlation	.567**	.496**	.158**	.591**	1	.453**	.488**
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000
	N	425	425	425	425	425	425	425
PRI_X 5	Pearson Correlation	.527**	.532**	.360**	.517**	.453**	1	.506**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	425	425	425	425	425	425	425
PQ_X 6	Pearson Correlation	.583**	.503**	.244**	.521**	.488**	.506**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	425	425	425	425	425	425	425

Table 4.1.5.1.1: Correlations

4.1.5.2 Regression

The hypotheses concerning the connection between the variables are tested in this linear regression test. We will receive the regression coefficients β_1, β_2, \dots and the regression constant β_0 after performing the multiple linear regression test to include in the regression equation with the form:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + e$$

After eliminating the unreasonable and useless variables from the previous tests. The group did a regression test using the Mean of Significant Variables and the Dependent Variable.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.754 a	.568	.562	.46692	.568	91.758	6	418	.000	1.838

Table 4.1.5.2.1: Model Summary

Adjusted R² is 0.562. It means that 6 factors included in the analysis explained 56.2% of the variation PI (Pretty good)

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	120.025	6	20.004	91.758	.000 ^b
	Residual	91.129	418	.218		
	Total	211.154	424			

Table 4.1.5.2.2: ANOVA

The ANOVA test of fit yields a Sig value of $0.000 < 0.05$, **indicating that the model is well-fitting.**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.141	.174		-.812	.417		
	PA_X1	.348	.048	.305	7.186	.000	.574	1.742
	PRO_X2	.066	.024	.096	2.736	.006	.837	1.195
	BI_X3	.141	.048	.132	2.916	.004	.505	1.979
	SF_X4	.169	.038	.188	4.419	.000	.571	1.751
	PRI_X5	.072	.044	.071	1.661	.097	.571	1.751
	PQ_X6	.228	.045	.210	5.077	.000	.602	1.662

Table 4.1.5.2.3: Coefficients

All of the components had Sig values smaller than 0.05, indicating that they all have an effect on PI. Except for the PRI component, the Sig value is $0.097 > 0.05$ → This factor has no bearing on PI.

The regression equation takes the following form:

$$PI = 0.348PA + 0.066PRO + 0.141BI + 0.169SF + 0.228PQ - 0.141$$

Variable	Status
Product Attribute	Confirmed
Promotion	Confirmed
Brand Image	Confirmed
Social Influence	Confirmed
Price	Rejected
Perceived Brand Quality	Confirmed

Table 4.1.5.2.4: Variable Confirm

CHAPTER V: CONCLUSION

This study subject seeks to investigate the factors influencing customers' decisions to purchase iPhones in Hanoi. Based on Philip Kotler's research theory of consumer behavior, empirical studies on the elements influencing customer purchasing decisions based on perceived value of Tanzila et al (2013), Dhruv Grewal (1998), Aristia Rosiani Nugroho (2017). Furthermore, based on the features and nature of the mobile phone market, as well as the study factors offered (presented in chapter 2). The research technique used to determine the measuring scale of the research idea as well as to test the theoretical model and offered hypotheses (presented in chapter 3) consists of two major steps: Surveys are used to give out questionnaires. After that, more than 400 samples were analyzed using quantitative research tools and social media. The findings of the scale model evaluation, the testing of the core theoretical model, and the hypotheses are presented.

5.1. The main findings of the study and theoretical contributions.

Research results include two main parts: measurement results and theoretical model results.

5.1.1. Measurement results:

The thesis has seven factors, all of which are unidirectional: Product Attributes/Features, Promotion, Brand Image, Perceived Quality, Purchase Intention, Social Factors, and Price. The preliminary examination of the above-mentioned ideas' scales using Cronbach's Alpha reliability coefficient and EFA exploratory factor analysis shows that the scales match the standards for reliability and validity. This conclusion has the following implications:

- The measurement findings in this study suggest that scales developed and proven in the international market may be utilized for research in the Vietnamese market with minor adjustments and supplementation. elements that correspond to market circumstances
- According to this study, five variables impact customers' purchase intention (Product Attributes/Features, Promotion, Brand Image, Perceived Quality, Social Factors). The results of the tests suggest that this scale satisfies the standards for validity and reliability.

In terms of research, the findings of the measurements in this topic allow later researchers to adapt, augment, and utilize for other studies in the same field. In practice, these scales aid distributors, agents, marketers, and corporate executives in focusing on the key elements that influence customers' choice to purchase an iPhone.

5.1.2. Theoretical model results:

The SPSS results suggest that the theoretical model is now coherent with market data. The study also established a model of the elements influencing customers' decision to purchase an iPhone in Hanoi. This finding has both theoretical and practical implications:

- Theoretically, the study measured, evaluated, and modified the size of foreign researchers' choice to purchase technical items and applied it to the Vietnamese market in the Hanoi area, especially in This is an iPhone product. At various levels, the following six elements impact the buying decision: Product attributes/features, promotion, brand image, perceived quality, purchase intent, and social influences are all aspects to consider. In which "Product Attributes" ($\beta=0.348$) have the greatest impact on purchasing decisions, followed by "Perceived quality" ($\beta=0.228$), "Social factors" ($\beta=0.169$). The fourth category is "Brand Image" ($\beta=0.141$), while the last category is "Promotion" ($\beta=0.066$).
- In practice, the study examined the customer's perceived value scale by examining the link between perceived value and the customer's purchase choice, as conducted by international researchers used technology items, mainly iPhone phones, to enter the Vietnamese market in the Hanoi area

5.2. Recommendations:

Based on the study findings, we recommend the following measures to boost client purchase intentions for the iPhone brand:

5.2.1 About the Product perceived quality factor :

In the process of developing a plan to develop iPhone product functionalities, Apple must prioritize quality. Furthermore, to improve perceived quality, not only hardware, software, and operating systems must be optimized, but the user experience must also be optimized to get a fantastic experience from aesthetics to functionality. Consumer trust and loyalty are mostly influenced by a brand's perceived quality. Furthermore, perceived quality can help Apple sell items at higher costs while also making it simpler for the business to launch new product lines. To do this, Apple must continually enhance the quality of its existing goods as well as any new product lines that enter the market. In addition, the corporation must spend on product quality enhancement in order to produce customized goods for distinct client groups, such as style, design, color, user experience, and so on.

Apart from hardware upgrades, Apple/distributors can hold community events to commemorate items created using the iPhone itself, such as an exhibition of images taken with the iPhone which is already done in other markets but Vietnam. Our group recommended Apple to do the same with the Vietnamese market.

Besides, when deciding to buy an Iphone, in addition to considering the quality, price, design, color ... of the phone, there is another important issue which is after-sales service, especially warranty service. Currently, Apple has a 1-to-1 exchange warranty policy within 1 year of use. However, because there is no Apple store in Vietnam, most consumers when buying hand goods are not entitled to this policy. At the beginning of March 2016, it was reported that Apple was about to open an Apple store in Vietnam, but so far nothing has progressed (Vnexpress, 2021). Vietnam is currently one of Apple's fastest growing markets, when Apple's products are constantly "feverish" in this market even though they are always in the top of the highest priced products. Apple needs to quickly establish and put the Apple Store into operation in Vietnam so that it can dominate the market and compete with other brands. This will contribute to increased trust and peace of mind when using Apple products.

5.2.2 About the Price factor

Within the scope of this study is the aspect that has no effect on the intention to purchase an iPhone in Hanoi. For this factor, it can be said that for customers who buy iPhone products, small changes in price have no influence on customers' purchasing decisions, which is different from Chow's (2011) research, which we referred to above in Chapter 2. However, we still have a few ideas regarding this element. The pricing barrier is one of the most significant impediments for customers in Vietnam in general, and Hanoi in particular, to buying an iPhone branded device. Currently, Samsung and other Chinese brands like Oppo, Xiaomi, and others are actively competing for the iPhone market share in the Vietnamese market in general, and Hanoi in particular. Other companies compete with the iPhone with a range of low-cost smartphone handsets with a variety of styles and price points ranging from low-cost to high-end. Along with that, many customers have the common mentality of waiting for Apple to launch a new product model. As a result, older product prices will be reduced by many stores, which is a good time to own an iPhone. Therefore, if the phone stores can adjust the price, or have a price support policy for those who are using the old iPhone and want to upgrade to the new iPhone, it will be easier to sell more products. More precise research on the effect of the Price factor on Purchase intention are needed to make more accurate and practical suggestions.

5.2.3 About the Social factor:

According to the report, social value has a 0.169 influence on iPhone mobile phone purchasing decisions. As a result, makers and dealers must pay attention to this issue in order to increase the social value of possessing an iPhone for customers. At the moment, the largest group of consumers who can afford and are ready to pay are office employees and managers; this is the group of potential customers who bring Apple the most profit. It is, however, accompanied by greater and harsher conditions to validate the style or ego that each individual desires to acquire. Furthermore, the intense competition from many other competitors like Xiaomi, Sony, Samsung... causes the term iPhone to be less and less popular among customers. So, aside from technical advancements to fulfill people's and technology's development demands. Here, the group would

like to emphasize Influencer marketing, which involves utilizing social variables like status, community, and voice to promote iPhone goods. This is a strategy to boost the number of individuals. Social aspects emerge rapidly, effortlessly, and organically. Companies and stores that sell mobile phones can also influence iPhone purchasing decisions by creating a distinct feeling for iPhone-interested customers, such as a distinct display area, a luxurious space dedicated to iPhone products, which will also contribute to improving iPhone users' social value.

Furthermore, ideas to connect previous consumers with new customers, such as customer referral codes or discount rules when purchasing a second iPhone product, would assist in motivating users to promote iPhone devices to friends and relations. In addition, there are advertising ideas for families with two or more iPhones.

5.2.4 About the Promotion factor

Many studies reveal that iPhone advertising coverage in the Vietnamese market is still inadequate when compared to two direct competitors, Samsung and Oppo. As a result, in order to enhance customer attitudes toward promotion, Apple, its shops, and authorized agents must do more to expand the coverage of advertising formats that reach the depths of Vietnamese culture when implementing commercials and promotional activities. Instead of merely promoting in the public media, Apple may employ psychological strategies that build fever in the iPhone user community, generating conversations and predictions for future products for customers. Alternatively, Apple may develop content that is divisive on social media. Apple may reach out to the press and influencers in the target demographic to fuel such arguments by giving them information about the product release.

Vietnamese people in particular, as well as Southeast Asians in general, are particularly promising markets with high consumption of Apple or iPhone products. Looking at the tremendous success of the advertising product "MoMo Poker," which expertly uses certain socio-cultural aspects to attract clients, these marketplaces in particular prefer to promote cultural values. So our group recommends that if Apple wants iPhone items to be heavily pushed in the Vietnamese or Southeast Asian markets, traditional values will be a new, familiar, and distinct component

(compared to technology products) appealing to the audience. They should plan campaigns with traditional ideas to reach Vietnamese audiences.

5.2.5 About the Brand Image:

In terms of brand image, Apple has a clear edge in the Vietnamese market. When it comes to phone companies, many people think of Apple, which has good features as well as a sophisticated and classy look. The team has no short-term advice regarding the Brand image component because it is abstract and unique to each individual.

However, the authors assess that Apple is doing really well in terms of brand image. In the future, Apple must preserve its place in the minds of customers by promoting what the brand does: PR, Promotion, Service, and so on. Within the framework of this research, our team believes Apple is one of the Phone companies with brand image components that are impossible to overcome in a short period of time.

5.2.6 About the Product Attributes factor:

Apple must distinguish their iPhone product. Currently, the distinction of the iPhone is not strictly due to its capabilities and design, but rather to the ecosystem that Apple is building around it: iCloud cloud storage service, music service: Apple Music, the Apple Watch smart watch gadget, the AirPods wireless headset, the HomePod wireless speaker, the App Shop app store, and so on. Apple has to push this ecosystem even more since iPhone users are more reliant on their devices. The more devices consumers use in this ecosystem, the more difficult it is for them to quit, which strengthens customer loyalty while also making Apple goods unique in terms of functionality. The following ideas have been made by the group: With the fast pace of life in modern society, everyone wants to integrate all gadgets into a corner for simple management. The team proposed that Apple enhance the 'one-touch feature' to aid in the operation of Apple devices in general by linking one-touch to sync with them more readily.

Apple will likely focus on developing the power sharing feature on the new iPhone with the aim of supporting all devices in its ecosystem. Therefore, Apple needs to upgrade the battery capacity of the phone so that users are more comfortable when sharing.

In many emergencies like Apple Watch or AirPods running out of battery, you can use an iPhone as a charger to share power for accessories to continue using.

Besides from the foregoing, Apple must also keep up with the latest technology in the market.

5.3. Limitations of the study and directions for future research:

This study carries results and contributes in certain ways to Apple Company, which intends to develop the market in Vietnam in general, and managers in particular who know what to do to meet the demands and expectations of target consumers. This research, like many others, has several inescapable limitations:

- The research methodology exclusively surveys customers in the Hanoi metropolitan region. Consumers in Hanoi City may have different preferences than those in other parts of Vietnam. Subsequent studies should broaden the scope of study to include many more provinces and cities in Vietnam, allowing for a more accurate and comprehensive assessment of purchasing trends in the Vietnamese market.
- The survey platform for this study is not very broad, and the survey scale is limited since it is only performed on the Facebook channel, not on other channels such as Instagram, Zalo, and so on. This results in a disparity in findings between the surveyed age group and the surveyed region. Subsequent studies should expand on age groups and employment ranges to acquire more thorough results. Spreading and collecting survey data from additional areas and provinces around Vietnam, rather than focusing just on the three major cities of Hanoi, Da Nang, and Ho Chi Minh City.
- Due to Covid-19, it is difficult to undertake qualitative research, such as face-to-face interviews with retail branch managers and consumers.

5.4. Conclusion

According to several surveys, as Vietnam rapidly develops and integrates with the rest of the world, young people's ability to keep up with trends, update, and chase the most modern media is becoming increasingly important. It is no longer considered odd among the younger generation. Not just Generation Z, but even older customers (age 30 and above in Vietnam) are dramatically shifting their smartphone purchasing behavior, albeit at a slower rate. The number of individuals using cellphones, particularly iPhones, is growing in Vietnam in general and in Hanoi in particular. Reaching more clients from various sources is one of the key reasons that this page was created to give evaluations, opinions, and suggestions for the iPhone brand in Vietnam, particularly in Hanoi. Interior. This study looked at the elements that influence people's decisions to buy iPhones from customers in Hanoi. Product, Promotion, Social, Brand image and Perceived brand quality are the most important impacts. A quantitative technique is used in this investigation. The study procedure was carried out specifically based on the opinions of over 400 consumers in Hanoi via social networks, and the obtained data was extensively evaluated using SPSS software. In conclusion, the findings of the study found that factors such as Product attributes, Promotion, Brand image, Social, and Perceived brand quality have a direct impact on the independent variable of purchase intention, with Product attributes serving as strongest influencing factors.

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APPENDIX

SURVEY ABOUT RESEARCH ON THE FACTORS THAT AFFECT THE PURCHASE INTENTION OF IPHONE IN HANOI

ASSESSMENT QUESTIONS

Evaluation of service quality – Part 1

For each question below, your level of approval for assess the importance of factors affecting the quality of aviation services is calculated by increasing the scales from 1 to 5:

1- Absolutely not satisfied

2- Don't satisfied

3- Normal

4- Satisfied

5- Extremely satisfied

(*): Required questions

No.	Encode	Description	Degree				
			1	2	3	4	5
RESEARCH ON THE FACTORS THAT AFFECT THE PURCHASE INTENTION OF IPHONE IN HANOI							

1	PI1	I am willing to recommend others to buy Iphone products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	PI2	I am willing to purchase this Iphone products in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	PI3	When I think about Smartphone brand, Iphone comes into my mind first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	PI4	I will not consider other brand besides Iphone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For each question below, your level of approval for assess the importance of factors affecting the quality of aviation services is calculated by increasing the scales from 1 to 5:

1- Absolutely not satisfied

2- Don't satisfied

3- Normal

4- Satisfied

5- Extremely satisfied

(*): Required questions

No.	Encode	Description	Degree				
			1	2	3	4	5
Product Attribute							
1	PA1	Screen size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	PA2	Photography pixels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	PA3	Exterior design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	PA4	Thickness and weight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	PA5	Durability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	PA6	Warranty period.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	PA7	After-sales repair service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion							
1	PRO1	Iphone products are advertised strongly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2	PRO2	Iphone advertising campaigns seem very expensive compared to competing brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	PRO3	Advertising campaigns for iPhone are seen often	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	PRO4	iPhone often has promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand Image							
1	BI1	Brand image is an attraction for me to purchase a smartphone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	BI2	You will consider the brand image when buying a smartphone with a higher price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	BI3	You will make my purchase according to your favorite's smartphone brand, regardless of the price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	BI4	Smartphone's brand name is your priority when making a purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Social Factors							
1	SF1	You choose the iPhone phone because it is highly recognized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	SF2	You choose the iPhone phone because it has many good reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	SF3	You choose iPhone because it is the current trend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	SF4	You intend to buy an iPhone, you asked your family, relatives and close friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	SF5	Using an iPhone also reflects your personality to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	SF6	You want to use the service because my friends do so, and you want to belong to the Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price							

1	PR1	Price is the most important factor when purchasing Smartphone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	PR2	You compare prices of other Smartphone's brands and store brands before I choose one.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	PR3	You buy Smartphone because they are worth to used regarding between with their price & usage quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perceived quality							
1	PQ1	Apple brand provides very good quality Iphone products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	PQ2	Apple brand provides Iphone products with great features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	PQ3	Apple brand has better quality performance than other brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sources of scale in survey of questionnaire

No	Factor	Encode	Question	Thesis Title	Author
1	Product Attribute	PA1	Screen size	Product attributes and purchase intention for smartphones: a moderated mediation model	Chen, C-M., Liu, H-M. and Ann, B-Y. (2018)
		PA2	Photography pixels.	Product attributes and purchase intention for smartphones: a moderated mediation model	Chen, C-M., Liu, H-M. and Ann, B-Y. (2018)
		PA3	Exterior design	Product attributes and purchase intention for smartphones: a moderated mediation model	Chen, C-M., Liu, H-M. and Ann, B-Y. (2018)
		PA4	Thickness and weight.	Product attributes and purchase intention for smartphones: a	Chen, C-M., Liu, H-M. and Ann, B-Y. (2018)

				moderated mediation model	
		PA5	Durability	Product attributes and purchase intention for smartphones: a moderated mediation model	Chen, C-M., Liu, H-M. and Ann, B-Y. (2018)
		PA6	Warranty period.	Product attributes and purchase intention for smartphones: a moderated mediation model	Chen, C-M., Liu, H-M. and Ann, B-Y. (2018)
		PA7	After-sales repair service.	Product attributes and purchase intention for smartphones: a moderated mediation model	Chen, C-M., Liu, H-M. and Ann, B-Y. (2018)
2	Promotion	PRO1	Iphone products are advertised strongly.	An Examination of Selected Marketing Mix Elements and Brand Equity	Boonghee Yoo, Naveen Donthu

				and Sungho Lee (2000)
		PRO2	IPhone advertising campaigns seem very expensive compared to competing brands.	An Examination of Selected Marketing Mix Elements and Brand Equity Boonghee Yoo, Naveen Donthu and Sungho Lee (2000)
		PRO3	Advertising campaigns for iPhone are seen often	An Examination of Selected Marketing Mix Elements and Brand Equity Boonghee Yoo, Naveen Donthu and Sungho Lee (2000)
		PRO4	Advertising campaigns for iPhone are seen often	An Examination of Selected Marketing Mix Elements and Brand Equity Boonghee Yoo, Naveen Donthu and Sungho Lee (2000)

3	Brand Image	BI1	Brand image is an attraction for me to purchase a smartphone.	Purchase Intention of International Branded Clothes Fashion among Younger's in Jakarta	Poh K. Tee1*, Behrooz Gharleghi1 , Benjamin Chan1 , Behrang Samadi1 , Abbas A. Balahmar 1 (2015)
		BI2	You will consider the brand image when buying a smartphone with a higher price.	Purchase Intention of International Branded Clothes Fashion among Youngsters in Jakarta	Poh K. Tee1*, Behrooz Gharleghi1 , Benjamin Chan1 , Behrang Samadi1 , Abbas A. Balahmar 1 (2015)

		<p>BI3</p>	<p>You will make my purchase according to your favorite's smartphone brand, regardless of the price.</p>	<p>The effects of brand associations on consumer response</p>	<p>A. Belén del Río, PhD (2001)</p>
		<p>BI4</p>	<p>Smartphone's brand name is your priority when making a purchase decision.</p>	<p>Purchase Intention of International Branded Clothes Fashion among Youngsters in Jakarta</p>	<p>Poh K. Tee1*, Behrooz Gharleghi1 , Benjamin Chan1 , Behrang</p>

					Samadi1 , Abbas A. Balahmar 1 (2015)
4	Social Factors	SF1	You choose the IPhone phone because it is highly recognized	Determinants of Smartphone Repeat Purchase Intention among Malaysians: A Moderation Role of Social Influence and a Mediating Effect of Consumer Satisfaction	See Kwong Goh1 *, Nan Jiang2 , Muhamad Faiz Abdul Hak3 , Pei Leng Tee4 (2016)
		SF2	You choose the IPhone phone because it has many good reviews	Determinants of Smartphone Repeat Purchase Intention among Malaysians: A Moderation Role of Social Influence and a Mediating Effect of Consumer Satisfaction	See Kwong Goh1 *, Nan Jiang2 , Muhamad Faiz Abdul Hak3 , Pei Leng Tee4 (2016)
		SF3	You choose IPhone because it is the current trend	Determinants of Smartphone Repeat Purchase Intention among Malaysians: A Moderation Role	See Kwong Goh1 *, Nan Jiang2 , Muhamad Faiz

				of Social Influence and a Mediating Effect of Consumer Satisfaction	Abdul Hak3 , Pei Leng Tee4 (2016)
		SF4	You intend to buy an iPhone, you asked your family, relatives and close friends	Analysis of users and non-users of smartphone applications	Hannu Verkasalo a,* , Carolina López-Nicolás b , Francisco J. Molina-Castillo b , Harry Bouwman c (2010)
		SF5	Using the service also reflects my personality to other people	Analysis of users and non-users of smartphone applications	Hannu Verkasalo a,* , Carolina López-Nicolás b , Francisco J. Molina-Castillo b , Harry Bouwman c (2010)

		SF6	You want to use the service because my friends do so, and you want to belong to the Group	Analysis of users and non-users of smartphone applications	Hannu Verkasalo a,* , Carolina López-Nicolás b , Francisco J. Molina-Castillo b , Harry Bouwman c (2010)
5	Price	PR1	Price is the most important factor when purchasing Smartphone	The effect of consumer price consciousness on private label purchase	Indrajit Sinha a,), Rajeev Batra b,1 (1999)
		PR2	You compare prices of other Smartphone's brands and store brands before I choose one.	Exploring the factors affecting purchase intention of smartphone: A study of young adults in Universiti Tunku Abdul Rahman, Perak Campus, Malaysia	<i>Grewal, Monroe, and Krishnan, Borin (1998)</i>

		PR3	You buy Smartphone because they are worth to used regarding between with their price & usage quality.	The Effect of Store Name Brand Name and Price Discounts on Consu	<i>Grewal, Monroe, and Krishnan, Borin (1998)</i>
6	Perceived quality	PQ1	Apple brand provides very good quality Iphone products	Measuring Customer Based Brand Equity: Empirical Evidence from the Sportswear Market in China	Xiao Tong, Ph.D Hawley, Ph.D.(2009)
		PQ2	Apple brand provides Iphone products with great features	Measuring Customer Based Brand Equity: Empirical Evidence from the Sportswear Market in China	See Kwong Goh1 *, Nan Jiang2 , Muhamad Faiz Abdul Hak3 , Pei Leng Tee4 (2016)

		PQ3	Apple brand has better quality performance than other brands.	The impact of brand value on brand selection: Case study of mobile phone selection	Nasr Azada* and Maryam Safaeib (2012)
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