



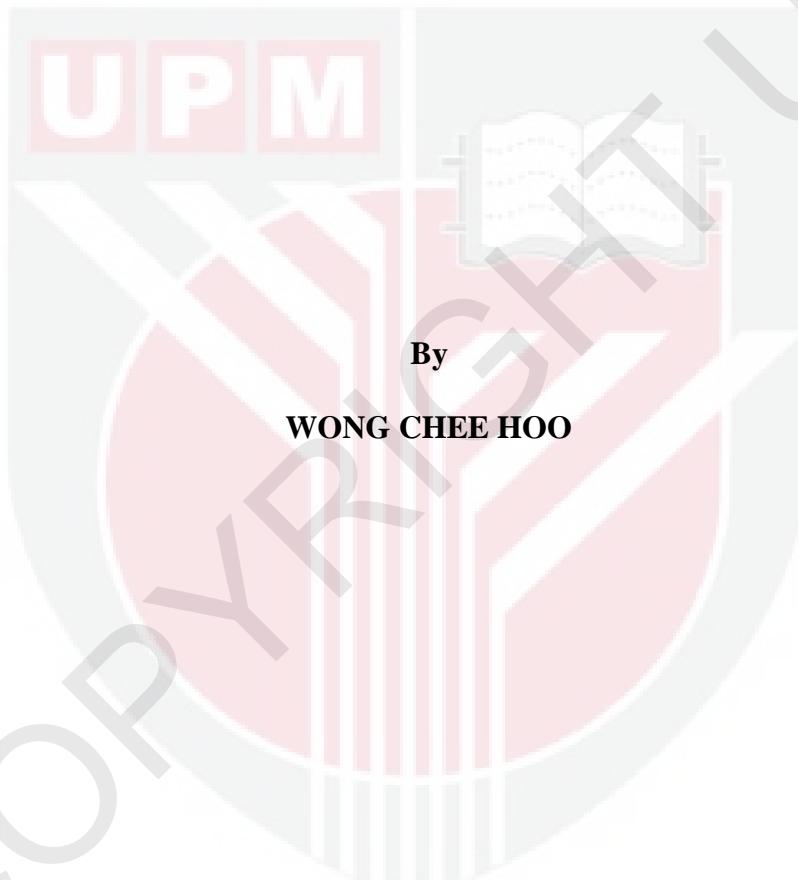
UNIVERSITI PUTRA MALAYSIA

**RELATIONSHIP OF BRAND EQUITY AND INNOVATION
CHARACTERISTICS TO ACCEPTANCE AND
REPURCHASE INTENTION OF SMARTPHONES**

WONG CHEE HOO

GSM 2012 6

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CHARACTERISTICS TO ACCEPTANCE AND
REPURCHASE INTENTION OF SMARTPHONES**



**Thesis Submitted to the Graduate School of Management,
Universiti Putra Malaysia, in Fulfillment of the
Requirement for the Degree of Doctor of Philosophy**

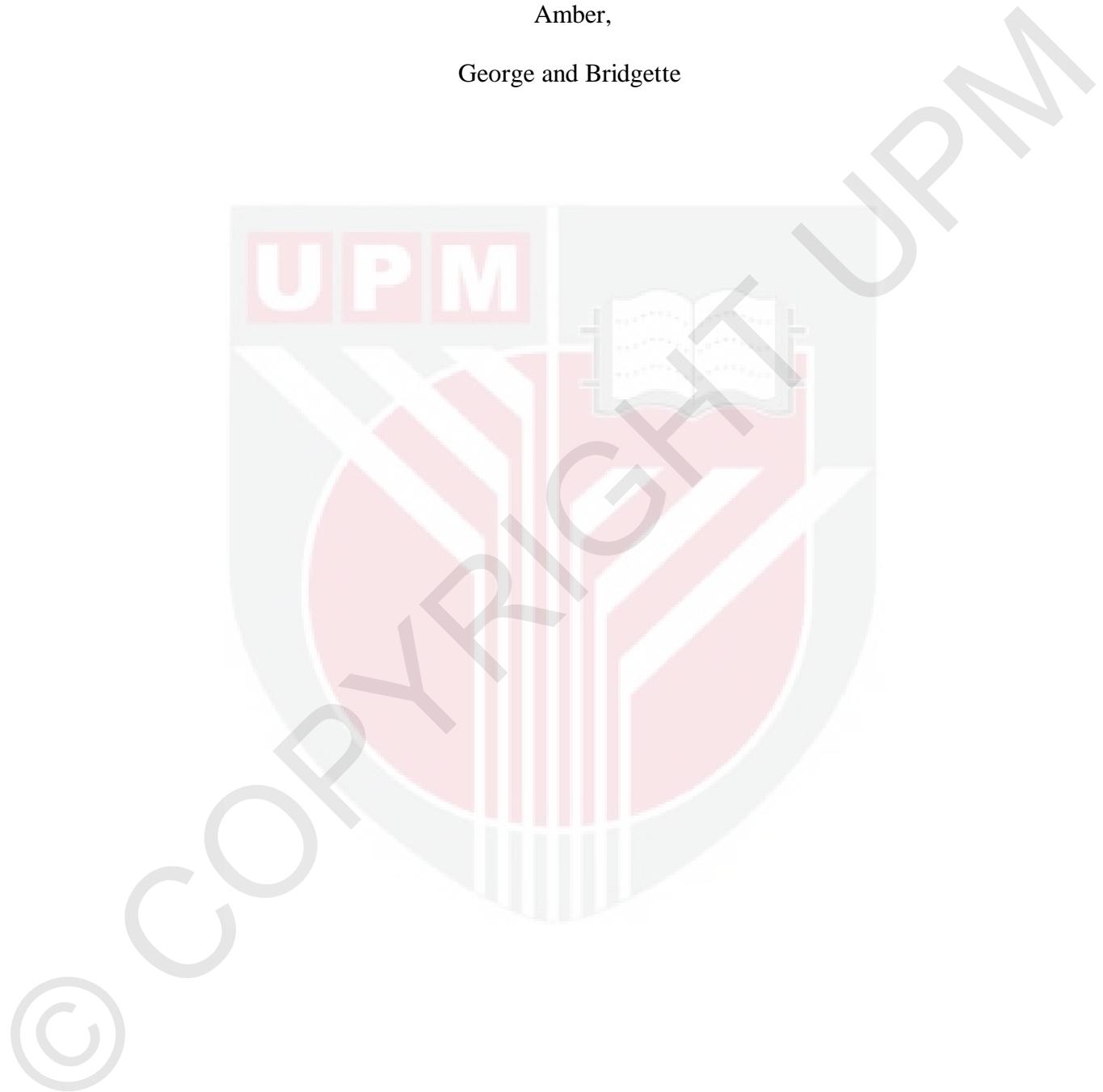
June 2012

DEDICATION

To my parents,

Amber,

George and Bridgette



**Abstract of thesis presented to the Senate of Universiti Putra
Malaysia in fulfillment of the requirement for the degree of Doctor
of Philosophy**

**RELATIONSHIP OF BRAND EQUITY AND INNOVATION
CHARACTERISTICS TO ACCEPTANCE AND
REPURCHASE INTENTION OF SMARTPHONES**

By

WONG CHEE HOO

June 2012

Chair : Associate Professor Jamil Bojei, PhD

Faculty : Graduate School of Management

This study examined the major factors that contributed towards Acceptance and Repurchase Intention of smartphone among working executives in Malaysia. It too evaluates the direct and indirect effect of Acceptance on Repurchase Intention. In short, the main objective of this study was to examine the relationship between brand equity, innovation characteristics, acceptance, and repurchase intention.

Using Theory of Reasoned Action, Innovation Diffusion Theory and Brand Equity Model, a quantitative research was carried out to achieve the research objectives. The survey was to establish that Brand Equity dimensions and Innovation Characteristics had significant influence on Acceptance, while Brand Equity and Innovation Characteristics directly affect Repurchase Intention. Cluster sampling was chosen where the questionnaires were distributed to 600 samples in Malaysia with emphasis on

major smartphone penetration areas in Selangor and Federal Territory Kuala Lumpur. The study uses Structural Equation Modeling (SEM) to test the significance of the overall model and the specified paths.

The findings of the research demonstrated three main results. First, Innovation Characteristics (via Relative Advantage, Compatibility and Image) significantly influenced Acceptance of smartphone. Second, this research also pointed that Brand Equity (via Brand Awareness), Innovation Characteristic (via Result Demonstrability, Image and Voluntariness), and Acceptance significantly influenced Repurchase Intention. Third, the findings indicated that Acceptance significantly mediates the relationship between Innovation Characteristics (via Image) and Repurchase Intention.

In addition, the study showed that Innovation Characteristics was important for Acceptance of Smartphone. After the consumer had adopted smartphone, the role of Brand Equity becomes important. In essence, it plays significant role together with Innovation Characteristics and Acceptance in determining Repurchase Intention of Smartphone. At the same time, Acceptance too asserts significant mediating influence in the relationship between Innovation Characteristics and Repurchase Intention. Acceptance had successfully mediates the relationship between Image and Repurchase Intention.

In conclusion, the results implied that, smartphone Acceptance was influenced by consumers' utilitarian values, while Repurchase Intentions were influenced by

utilitarian and hedonic values. The result also stressed a point that getting Acceptance also helps in increasing the Repurchase Intention level.



**Abstrak tesis yang dikemukakan kepada Senat Universiti Putra
Malaysia sebagai memenuhi keperluan untuk ijazah
Doktor Falsafah**

**HUBUNGAN ANTARA EQUITI JENAMA DAN CIRI-CIRI INNOVASI
KEPADА PENERIMAAN DAN NIAT MEMBELI LAGI TELEFON PINTAR**

Oleh

WONG CHEE HOO

Jun 2012

Pengerusi : Profesor Madya Jamil Bojei, PhD

Fakulti : Sekolah Pengajian Siswazah Pengurusan

Penyelidikan ini mengkaji faktor-faktor utama yang menyumbang ke arah Penerimaan dan Niat Membeli Lagi telefon pintar di kalangan eksekutif yang bekerja di Malaysia. Ia juga menilai kesan langsung dan tidak langsung Penerimaan pada Niat beli balik. Secara ringkas, tujuan utama kajian ini adalah untuk mengkaji hubungan antara Ekuiti Jenama, Ciri-ciri Inovasi, Penerimaan dan Niat Membeli Lagi.

Menggunakan Teori Tindakan Bersebab, Teori Resapan Inovasi dan Model Ekuiti Jenama, satu penyelidikan kuantitatif telah dijalankan untuk mencapai objektif kajian. Penyiasatan ini ialah untuk mengusulkan bahawa dimensi Ekuiti Jenama dan Ciri-ciri Inovasi mempunyai pengaruh penting ke atas Penerimaan, manakala Ekuiti Jenama dan Ciri-ciri Inovasi turut mempengaruhi Niat Membeli Lagi. Pensampelan Berkelompok telah dipilih di mana soal selidik telah diedarkan kepada 600 sampel di seluruh Malaysia dengan penekanan kepada kawasan penembusan telefon pintar yang utama di

Selangor dan Wilayah Persekutuan Kuala Lumpur. Kajian ini menggunakan Pemodelan Persamaan Struktural (*Structural Equation Modeling*) untuk menguji model keseluruhan dan hubungan yang telah ditetapkan.

Hasil kajian menunjukkan tiga keputusan utama. Pertama, Ciri-ciri Inovasi (melalui Kelebihan Relatif, Keserasian, dan Imej) berjaya mempengaruhi Penerimaan telefon pintar. Kedua, kajian ini juga menunjukkan bahawa Ekuiti Jenama (melalui Kesedaran Jenama), Ciri-ciri Inovasi (melalui Kelihatan Hasil, Imej dan Sukarela), dan Penerimaan secara ketara telah mempengaruhi Niat Membeli Lagi. Ketiga, hasil kajian menunjukkan bahawa Penerimaan berjaya bertindak sebagai pengantara hubungan antara Ciri-ciri Inovasi (melalui Imej) dan Niat Membeli Lagi.

Di samping itu, kajian juga menunjukkan bahawa Ciri-ciri Inovasi adalah penting bagi Penerimaan telefon pintar. Selepas pengguna telah menerima pakai telefon pintar, peranan Ekuiti Jenama menjadi penting. Secar ringkas, Ekuiti Jenama memainkan peranan penting bersama-sama dengan Ciri-ciri Inovasi dan Penerimaan dalam menentukan Niat Membeli Lagi telefon pintar. Dalam pada itu, Penerimaan merupakan pengaruh penting sebagai pengantara dalam hubungan antara Ciri-ciri Inovasi dan Niat Membeli Lagi. Penerimaan telah berjaya menjadi pengantara hubungan antara Imej dan Niat Membeli Lagi.

Sebagai kesimpulan, keputusan tersirat kajian ini mendapati bahawa Penerimaan telefon pintar dipengaruhi oleh nilai-nilai utilitarian para pengguna, manakala Niat Membeli

Lagi dipengaruhi oleh nilai-nilai utilitarian dan hedonik. Hasil kajian juga menekankan bahawa Penerimaan juga membantu dalam meningkatkan tahap Niat Membeli Lagi.



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I am also sincerely indebted to all my lecturers, my seniors and friends and staffs at GSM, UPM. All of them have continuously provided an endless stream of motivation, solutions and setting core values of hard work and commitment.

Once again, **THANK YOU.**

APPROVAL

I certify that a Thesis Examination Committee has met on **20th June 2012** to conduct the final examination of Wong Chee Hoo on his thesis entitled "**Relationship of Brand Equity and Innovation Characteristics to Acceptance and Repurchase Intention of Smartphones**" in accordance with Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the degree of Doctor of Philosophy.

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DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UPM or any other institutions.

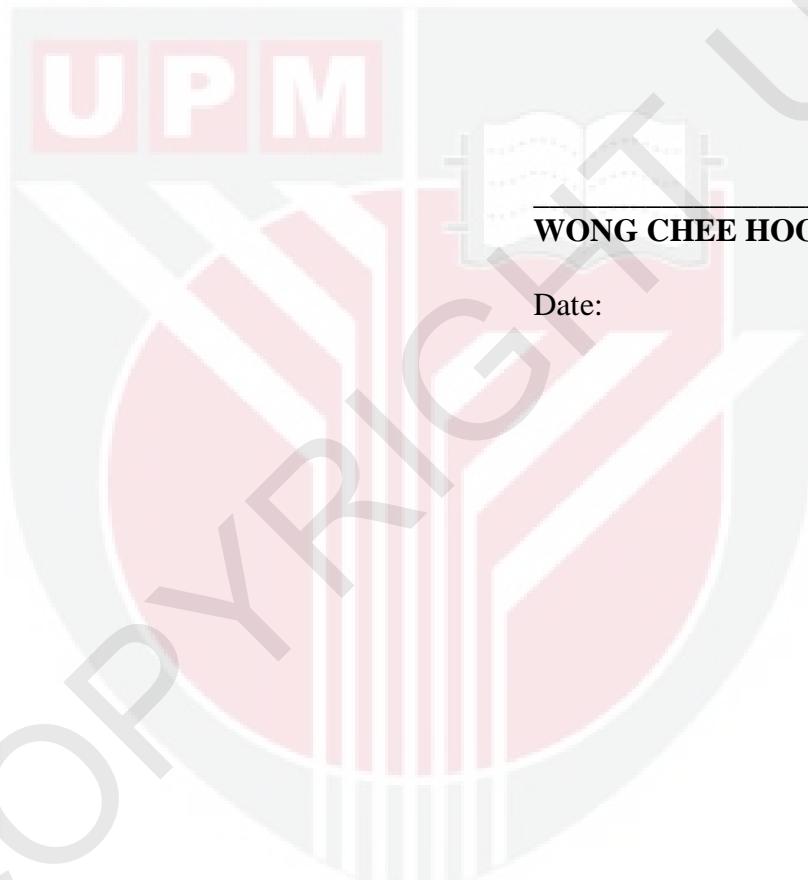


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