UNIVERSITI PUTRA MALAYSIA

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

WONG CHEE HOO

GSM 2012 6
RELATIONSHIP OF BRAND EQUITY AND INNOVATION CHARACTERISTICS TO ACCEPTANCE AND REPURCHASE INTENTION OF SMARTPHONES

By

WONG CHEE HOO

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

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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 KEPADA PENERIMAAN DAN NIAT MEMBELI LAGI TELEFON PINTAR

Oleh

WONG CHEE HOO

Jun 2012

Pengerusi : Profesor Madya Jamil Bojei, PhD
Fakulti : Sekolah Pengajian Siswazah Pengurusan


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.
ACKNOWLEDGEMENTS

It gives me great pleasure to write a note acknowledging the support of those who have helped me during the completion of this program. Foremost, Thank God for giving me the strength to finish this project.

My highest gratitude goes to my supervisors, Dr. Jamil Bojei, Dr. Norjaya Mohd Yasin and Dr. Jegak Uli for guiding from start until completion of this project. Dr. Jamil had been my wonderful mentor. Dr. Norjaya had been my new found knowledge in brand equity while Dr. Jegak had been my anchor for the statistical competency. In totality, this project would not have been materialized without their guidance.

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.

____________________________
WONG CHEE HOO

Date:
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