

INVESTIGATING FACTORS AFFECTING PURCHASE INTENTION OF IPHONE

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Abstract

Purpose - The purpose of this study is to investigate factors affecting purchase intention of iPhone. Which is the world famous product. That can be seen from the trend of the iPhone which is very popular among big cities allure the world. This study found the reason why consumers purchase intention of iPhone product and chooses the only people who use iPhone.

Design/methodology/approach - The hypothesis were tested with a random survey (People use iPhone only) of 419 respondents in Bangkok area and using face-to-face and email survey method. Structural equation modeling (SEM) was used to analyze the empirical data.

Finding - The results indicated that the person who has the power to purchase iPhone in Bangkok (Thailand) is influenced by brand consciousness and perceived quality as mediator and positive related with future purchase intention.

Research limitations/implications - Results of this study are limited by a group of people living in Bangkok area. Which may lead to the data received from the questionnaires, the only group of people in the capital and results of the study may not have been enough. To provide the guidelines for practitioner in enhancing the purchase intention, in this particular study of smartphone as iPhone brand.

Originality/value - The topic of the smartphone marketing through iPhone is important to marketing researcher in Bangkok and the researches contribute to fulfilling the need for research evidence.

Keywords: Brand name, smartphone, iPhone, Brand consciousness, Perceived quality, Purchase intention.

1. Introduction

In highly competitive market, a brand name of a product becomes one of the most imperative factors in gaining competitive advantage among competitors. Moreover base on the empirical researches they mainly focused on determining critical factors which help understand the way in which the product owner can stimulate purchase intention of customer, particularly in the brand name product. This study aims primarily in investigating factors affecting purchase intention of iPhone and will empirically determine how the factors of brand name product; such as brand consciousness and perceived quality, affect the purchase intention. Globalization is a popular phenomenon that provides global companies and brands with new opportunities (Alden et al., 1999). These are influences to be homogeneous effect a global consumer culture that is oriented toward global brands (Alden et al., 2006). Consumer brand knowledge determines how a consumer thinks about brand (Keller, 1993), and how the consumer responds to different stimuli regarding a brand. For example, it would be easier for an advertisement to meet its communication objectives if consumers are positively predisposed towards the brand being advertised (Ray, 1982; Rossiter and Percy, 1987). Leclerc et al. (1994), study the possibility which was conducted by people who examined the effects of foreign branding on product perceptions and attitudes, and found that the spelling or pronounce a brand name in a foreign language thus the meaning of the cultural origins of a brand have differentiated brand perceptions more than country of origin information. The brand name of products has always been considered to be the great importance in determining perceptions of brand quality and attitudes towards the product (Srinivasan and Till, 2002). Branding has increased the consumer awareness of the product and generally added value to products and the consumer loyalty (Prendergast and Marr, 1997a) to be successful with the consumers, the companies must respond to their faddish nature, offer trend, brand name of innovative designs products and quality workmanship (Moore and Smith, 2004; Rabon and Evans, 1998).

Farnsworth and Austrin, 2010 started how smartphone has changed from being an object of “conspicuous consumption”. It helps feed consumer addictions to other smartphone trends that have emerged since 2007 in Malaysia (Euromonitor, 2010b). For example iPhone and BlackBerry have larger and higher resolution screens and offer consumers a wide array of features, including mobile web browsing, thousands of apps, e-mail, instant messaging, picture messaging, video and audio playback, GPS, games, a video camera, picture and video editing, and much more (Ajax and Irfan, 2012).

This study examined Apple branded and specific to the smartphone product that is iPhone. iPhone brand is well recognized by consumers around the world. Its first generation of iPhone was sold in six countries like Ireland, the United Kingdom, France, Germany, Austria and the USA. Currently iPhone are sold in 70 countries including ASEAN countries. Singapore and Philippines is the official distributors of the iPhone. In Thailand, began with the release of the iPhone 3G on January, 2009 by True Move, True move is the authorized dealer in Thailand (<http://th.wikipedia.org>).

This research investigated how factors influence the consumers’ purchase intention iPhone. The targeted respondents of the study are Thai consumers’ in Bangkok area because it has wide varieties of group of people, for all over Thailand to live in. For this reason, it an math with the research objectives are; to investigate factors affecting purchase intention of brand name product and to provide the guidelines for practitioner in enhancing the purchase intention.

2. Literature Review

This part is a literature review which helps to identify critical factors affecting purchase intention of brand name product.

2.1 Brand consciousness

Jamal and Goode (2001) defined brand consciousness as a shopping orientation which is characterized by the degree to which a consumer is oriented toward buying well-known branded products. They use brand consciousness as a decision-making rule linking brand perceptions and consumers' self/gender consciousness. Goode (2001) suggested that consumers with high levels of brand consciousness believe that brands can represent status and prestige, and are more likely to buy expensive and high status brands. Brand names gradually become a part of consumers' language, brand consciousness is the important role in their decision making process, thus making branded products is a symbol of their status (Liao and Wang, 2009).

2.1.1 Self consciousness

Self-consciousness is the one of the central concepts in social psychology, for sample it affects divergent approaches to individuals of behavior and lifestyle (Evans et al., 2009; Fenigstein et al., 1975; Wheeler et al., 2007). Buss's (1980) theory concept of self-consciousness which an individual's attention is in directed toward the environment or focused internally on the self. The person's of social object is defined as self-consciousness with an acute awareness of other people's perspective about himself or herself (Fenigstein et al., 1975). Self-consciousness can impact an individual's cognition and emotions, and necessary to regulate the goal pursuits and related behaviors (Calogero and Watson, 2009; Caver and Scheier, 2009; Evans et al., 2009). Although this is a numerous studies regarding self-consciousness for respected to the Western culture, where cultural values, such as collectivism, affected to consumers' self-consciousness and related to consumer behaviors (Abe et al., 1996).

2.1.2 Self oriented

Giovannini and Sarah (2012) study examined that the influence of the young consumers' on self-oriented (brand-self congruency) and social-oriented (conspicuous consumption) motivated for luxury fashion consumption. Wiedmann et al., (2009) defined several self-oriented motivations of consumption including hedonic self-gift giving, self-directed pleasure, life enrichment, and brand-self congruency. Who are driven by self-oriented motivations when purchasing luxury products are setting goals in mind, to experience a new adventure, to build a connection with a product or brand, or to show individual style (Silverstein et al, 2003) and the relationships between the self- oriented and social-oriented consumption motivations and the consumption behaviors were examined (Giovannini and Sarah, 2012).

2.2 Perceived quality

Zeithaml (1988) defined that the perceive quality is a consumer's subjective evaluation of the product. The experienced consumers can give a reason why they want to repurchase and

differential among competitive brands (Min & Dee and Youn, 2008). It tends to be more comprehensive than perceived quality (Bolton and Drew, 1991b; Holbrook, 1994; Holbrook and Corfman, 1985). Olshavsky (1985) and Rowley, (1998) view the quality as a form of an overall evaluation of a product. Similarly, Holbrook and Corfman (1981), Rowley, (1998) suggested that quality act as a relatively global value judgment. Zeithaml (1988) treats perceived quality as a beneficial attribute and distinguishes it from price. Low and Lamp (2000), defined that the perceived qualities are strong brands which add value to consumers' purchase evaluations, and can be called a perpetual outcome generated from processing the product attributes lead to the consumers for make decisions about the quality of the product (Lindquist and Sirgy, 2003). Northen (2000) defined that the "perceived quality" approach analyzes to the product quality from consumers' viewpoint and making a quality of the "subjective assessment" dependent on perceptions. Garvin's (1987) defined the dimension of quality perceptions that conforms to requirements because manager defined dimension of the operational objective quality and does not related to objective of capturing consumers' perceptions of quality. Parasuraman et al., (1988); Bitner (1990) suggested that perceived quality be similar to individual's attitude and can be concluded that perceived quality factor should be influenced to an associated products and an attributed evaluation, Dodds et., al (1991). According to Czellar (2003), consumers will transfer the association of product quality perception to the new extended product. Lassar et al. (1995) recognized the following constructs: perceived quality, capturing the performance of the brand. Aaker (1991) defined measures for perceived quality were adapted from For example, respondents were asked to rate the statement "Brand X is reliable".

2.2.1 Brand image

Nelson (1970) suggested that the consumers' utilize to country image and be concluded the quality of foreign brand because they are unable to detect its true quality prior to purchase-use. As Garvin's suggested by proposed dimensions of "perceived quality", defined as image, and "aesthetics," and also included references to brand image and appearance. Brand image and aesthetics are similar to each other and both are rooted in the symbolic of the product or what ownership of the product is meant that self and others. Moreover, Zimmer et al. (1999) found that perceived quality and brand image perceptions toward nostalgic brands were influenced to consumer's needs. Follow Keller (1993) about brand image are defined consumer' perceptions of the brand reflected by brand associations which are held in consumer memory.

2.2.2 Price

Price of product may have a positive role which can be a factor to determine the perception of high quality when referring to luxury goods (Erichson and Johansson, 1985; Lichtenstein at al., 1988). Etgar and Malhotra (1981) examined the effect of price-quality inferences on selected quality cues such as price, comfort, durability, and appearance. To the marketer, a high perceived quality to support a premium price, will create a greater profit margin for firm and can reinvest in brand equity (Yoo et al., 2000). Recent article, Bartikowski et al., (2010) commented that the higher quality perceptions lead to increased profits due to premium prices, to effective business growth, involving both market expansion and market share gains. Monroe & Krishnan (1985); Rao & Monroe (1988) found that it has a positive link between perceived price and quality.

2.2.3 Value

Recently, several studies have explored the motivation for adopting smartphone and mobile internet from a variety of perspectives, such as perceived value (Cheong and Park, 2005; Kim et al., 2007; Park and Chen, 2007). The perceived value is the main determinant of payment intention (Kim et al., 2007). Mobile internet services feature a range of value added services, such as online music and mobile shopping (Kuo-Lun, 2013). For example innovative products, the smartphone is an “good experience”, thus consumers must be experienced its value and are more ambiguous about its potential uses (Kim, 2008). In similar, fashion-conscious consumers will find mobile tools that provide them with the quick and efficient information (Zhang, 2006; Park and Gretzel, 2010). There are several definitions of value existing in various contexts. Value is considered as the consumer’s overall assessment of the utility of product. Moreover it depends on consumers’ value perceptions (Zeithaml, 1988, p. 14). Grewal et al. (1998) considered transaction and acquisition values for measuring perceived value and Gronroos (1997) considered the value in terms of emotional and cognitive features.

2.3 Purchase intention

Dodds et al. (1991) explained that the purchase intention represents the possibility for consumer to buy products. Engel et al. (2001) proposed that the purchase intention involves the subjective of future behavior. Okonkwo (2009) considered relationships between purchase motivation and the motivating factors affect consumers’ inner purchase intention on luxury brands. This has been supported by many scholars who have studied the significance of purchase intention (e.g. Dubois and Paternault, 1995; Yoo and Lee, 2009; Zeithaml, 1988). Antecedents of luxury brand purchase intention have been explored by Berthon et al. (2009), Tsai (2005). Researcher Tsai (2005), Vigneron and Johnson (1999, 2004), and Wiedmann et al., (2009) found that social influence impacted on consumers’ luxury brand purchase intention.

2.3.1 Behavior

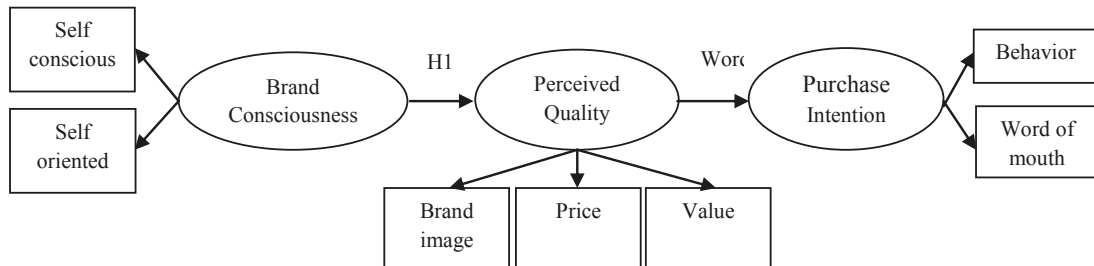
From the previous research, mobile marketing has focused on themes such as mobile phone usage, behaviors, and motivations (Hanley and Becker, 2008; Jin and Villegas, 2008; Grant and O’Donohoe, 2007). According to Pine (1993) and McKenna (1997) found that the consumers look for personalized or customized products and know exactly what they want and their shopping patterns and behaviors are different from those who prefer standardized products. As a result, consumers’ expectations for future purchase behavior will be affected by their past experience depending on smartphone because of the underlying motives (Kuhlmeier and Knight, 2005). This is supported by the Mafe and Blas (2006) study which found that consumers’ high dependency on smartphone is positively correlated with consumers’ future purchase behavior. From previous research of Peters (2009) found that experience of smartphone users depends on smartphone which has a direct effect on the formation of predictive expectations in future purchase behavior. A smartphone’s functionality may be changed the user’s behavior and intention to purchase mobile internet services (Kuo-Lun, 2013).

2.3.2 Word of mouth

Basaglia et al. (2009) studied that smartphone can make a good impression to others, consumers' dependency on it will increase and consequently will lead to a positive word of mouth communication to others and consumers who are more likely to incorporate and rely on positive word of mouth opinions on the importance of smartphone. On the other hand word of mouth might influence on consumers belief and decision making on purchase. Word of mouth indicated that individual evaluations on brands, products, services, or organizations are made without commercial intention and diffused through face to face or other communication channels throughout social networks (Ying-Feng; Tzu-Li; Shu-Chen, 2013). Word of mouth intentions refer to the customer's belief that he or she will discuss on an incident with another person who is not directly related to the service encounter (Swanson and Davis, 2003). The profitable results from a positive word of mouth are people always talk about their good experiences on products and services to family, friends, co-workers, and others, that can influence to other customers to purchase (Reichheld and Sasser, 1990, Fornell and Wernerfelt, 1987, 1988; Fornell, 1992; Berry et al., 1994; Dawkins and Reichheld, 1990; Zeithaml, 2000; Zeithaml et al., 1996; Greising, 1994; Rust et al., 1995; Anderson et al., 1994).

Base on the literature review, conceptual framework is development as figure 1.

Figure 1 Conceptual framework



2.4 Hypothesis

Hypothesis 1: Brand consciousness affects Perceived quality.

Brand consciousness is positively related to a product and a perceived quality. Brand name and country of origin based on this reasoning can be posited that Mexican students who are brand conscious will have a positive perception toward the quality of a US apparel brand. (Jamal and Goode, 2001; Nelson and McLeod, 2005; Lee et al., 2008)

Hypothesis 2: Perceived quality affects Purchase intention.

A number of studies have examined empirically the effect of perceived quality on purchase intentions (Chang and Wildt, 1994; Dodds et al., 1991; Monroe and Krishnan, 1985; Rajendran and Hariharan, 1996; Tsiotsou, 2006). And indirect relation between perceived quality and purchase intention mediated by perceived value (Chang and Wildt, 1994; Dodds et al., 1991; Rajendran and Hariharan, 1996). In some studies, perceived quality has been found to have a

positive direct effect on purchase intentions (Boulding et al., 1993; Parasuraman et al., 1996). Perceived quality also had a direct positive impact on purchase intention which supports existing findings in the literature (Parasuraman et al., 1996).

3. Methodology

The methodology approach of this study showed two topics that are data collection and data analysis.

3.1 Data collection

Data were collected from 419 respondents who use iPhone in Bangkok Thailand. Three universities are Kasetsart university, university of the Thai chamber of commerce, Chulalongkorn university seven shopping malls are Fashion Island, The mall Bangkok, Max value, MBK, Central world, Tesco lotus sukapibarn 1, Big C sukapibarn 1. The scope of random sampling is from population who are between the ages of 15 to above 46 years old. To achieve the objective of this research, the samplings researched are adopted from qualitative method. And it is only on iPhone users. The questions used to measure the variables were adopted from a wide range of relevant previous research e.g. Brand consciousness (Fenigstien et al., 1975; Amatulli and Guido's, 2001; Sirgy, 1980), Perceived quality (Somthers, 1993; Davis et al., 2009; Lichtenstien et al., 1993; Sproles and Kendall, 1986; Lichtenstien et al., 1993; Anderson and Gerbing 1988; Bagozzi and Phillips, 1982; Chaudhuri and Hollbrook, 2001; Dodds et al., 1991), Purchase intention (Cronin and Taylor, 1992; Brady et al. 2005; Raj, 1982; Gremler and Gwinner, 2000; Harrison-Walker, 2001).

3.2 Data analysis

The hypotheses are developed to examine as the objective of study to "investigating factors affecting purchase intention of iPhone", which is the conceptual framework of this study and used LISREL 8.8 which are selected as it allows for the detection the main effect of independent and dependent variables. The 5- point Likert-type scale was applied to measure the level of agreement of variables. It is considered as the most of appropriated and reliable measurement scale for the types of questions widely used in research survey (Likert scale, Wikipedia, 2007).

4. Results

Results showed the demographic of respondents, factor analysis and reliability test.

4.1 Demographic of respondents

Bangkok (Thailand) is a multicultural city various groups of people. The sample of this study focused on people who have the power to purchase iPhone in Bangkok area. Therefore, the data analyzed is used LISREL8.8 to conduct the determinant of respondents. (See Table 1)

Table 1 Demographic of respondents

Demographic	Frequency (N= 419)	Percent
Gender		
Male	155	37
Female	264	63
Age		
15-25	129	30.8
26-35	186	44.4
36-45	70	16.7
46 up	34	8.1
Education level		
Below Bachelor	102	24.34
Bachelor	265	63.25
Master or above	52	12.41
Occupation		
Student	74	17.66
Officer staff	210	50.12
Freelance	102	24.34
Government officer	15	3.58
Others	18	4.3
Income per month (Bath)		
Below 20,000	171	40.81
20,001-30,000	136	32.46
30,001-40,000	73	17.42
40,001 up	39	9.31

From table I, among 419 respondents, 37.0 percent of respondents are male. 63.0 percent are female. In terms of age, 30.80 percent of respondents' age is between 15-25 years old, followed by 44.40 percent of age group of 26-35 years old which are the majority group, 16.70 percent age between 36-45 years old and 8.10 percent in the range of aged 46 years and above. Referring to education level, 24.34 percent are below bachelor degree, 63.25 percent which is the majority group bachelor degree, and 12.41 percent are Master degree or above. Regarding to the occupation, 17.66 percent of respondents are a student group, 50.12 percent of respondents are an officer group, 24.34 percent of respondents was a freelance group, 3.58 percent of respondents was a government group and 4.30 percent of respondents were an others. About of the income per month, there were 40.81 percent of respondents of who was the biggest group to getting income below 20,000 baht/month, 32.46 percent of respondents of income among 20,001- 30,000 baht/month, 17.42 percent of respondents got income among 30,001- 40,000 baht/month and the last group got the income more than 40,001 baht/month were 9.31 percent of respondents.

4.2 Factor analysis and reliability test

The pretest was conducted with 30 people for instruments testing and checking understandable questions. Validity test was done by using the Item Objective Congruence (IOC) > 0.75 (Rovinelli and Hambleton, 1977). Three academicians were selected to measure the objective of each question which is developed by the researcher and assess correlation of the entire question. All of the items of this study are greater than 0.75 which meant valid. The reliability test is a process of measuring the consistency or repeatability of the scale. Cronbach's alpha was selected to conduct the reliability test as it is the most common tool for internal consistency reliability coefficient in particular psychometric measurement. And it should be at least 0.7 or higher 0.7 to obtain an adequate scale (Cronbach, 1951). According to above reliability test results, Cronbach's alpha shown the reliability test was higher than 0.7; among 0.7249 to 0.9226 obtains an adequate scale to a "good scale" greater than 0.8 that valid for measuring all the topics of this research (see Table 2).

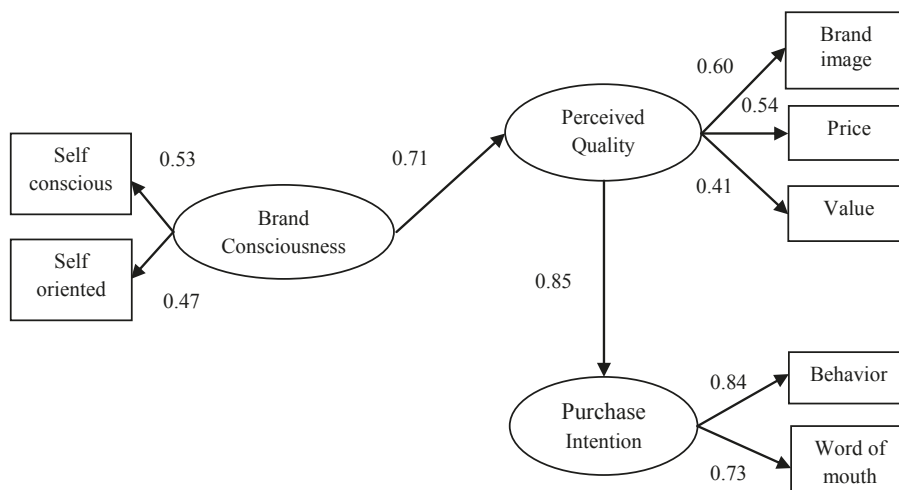
Table 2 Cronbach's alpha for each variable

Variables	Dimensions	Amount of items	Cronbach's alpha value
Brand Consciousness	Self - conscious	I am conscious about the way I look, I am concerned about the way I present myself, I am concerned about what other people think of me, One of the last things I do before leaving my house is looking in a mirror.	0.7355
	Self - oriented	I never buy luxury brands inconsistent with the characteristics with which I describe myself, The luxury brands I buy match what and who I really am, My choice of luxury brands depends on what they reflect how I see myself not other people see me.	0.7249
Perceived quality	Brand image	This brand's image is comparable with how I see myself, iPhone has good reputation, iPhone has been prestigious brand, In comparison to other smart phone, iPhone has a high quality, iPhone product has a rich history, Customers (we) can reliably predict how this product/brand will perform.	0.8228
	Price	The higher the price the better the quality, The old saying "you get what you pay for" is generally true, I consider price first, I look carefully to find the best value for money for goods/services.	0.7384
	Value	If I buy iPhone most people are who important to me will appreciate it, When purchasing iPhone, I will compare the prices of different brands to be sure I will get the best value for my money, I feel good when I use iPhone, The price shown for my favorite brand , iPhone is very acceptable.	0.8222
Purchase intention	Behavioral	I will certainly recommend iPhone to friends and acquaintances, iPhone is always my first choice, In buying a new phone , I will re- purchase iPhone 100% .	0.8845
	Word of mouth	I encourage friends and family member to buy this brand, I recommend this brand whenever anyone seeks my advice, I mention this product to others quite frequently, I have told may people about iPhone more than about other smartphones, I seldom miss an opportunity to tell others about this product.	0.9226

The fit of CFA models were assessed by means of diverse fit indicators. Specifically, the researchers used the chi-square (χ^2), related to Chi-square (χ^2/df), root mean square error of approximation (RMSEA) and root mean square residual (RMR). Other relative fit indicators that were used to include goodness-of-fit index (GFI) and adjusted goodness of fit index (AGFI) (Bollen, 1989; Hair et al., 2010).

Based on the model fit indices obtained, the model has adequate and acceptable goodness-of-fit indices: $\chi^2 = 9.67$ at p – value 0.47 (>0.05), $\chi^2/df = 0.967$ (< 2), GFI = 0.99 (> 0.9), AGFI = 0.98 (> 0.9), RMR = 0.01 (nearly 0), RMSEA = 0.00 (< 0.05). The results indicated that brand consciousness, perceived quality and purchase intention are valid. Brand consciousness had direct the effect on perceived quality as ($\beta = 0.76$, $p = 0.01$) which was a significant positive effect relationship and proved brand consciousness has the positive effect on the perceived quality. Thus, H1 is supported. Moreover, the result indicated that perceived quality had the direct effect on the purchase intention as ($\beta = 0.85$, $p = 0.01$). Therefore, the second hypothesis (H2) is supported.

Figure 2 Standardized solution result



5. Discussion and managerial implications

This study has investigated and made clear the impact of brand consciousness and perceived quality on who have a purchase power in Bangkok Thailand and the impact on purchase intention of iPhone. The finding showed that there is a significant and positive relationship between brand consciousness and people who have power in Bangkok on iPhone at $p = 0.01$ level. Thus, the first hypothesis (*H1*) is supported. There are two main measurements of brand consciousness including self conscious and self-oriented. The result presented the relationship between independent variable and independent variable between brand consciousness and perceived quality; it was found that the brand consciousness had the positive effect on perceived quality, many empirical researches supported this finding and support a positive relationship (Jamal and Goode, 2001; Nelson and McLeod, 2005; Lee et al., 2008). The

brand consciousness importance to the consumer needs to perceive quality with the increasing purchase power and growing size of the consumers in Bangkok market. It is the strategic importance for the mobile industry to understand the consumption behaviors of this group before purchase intention.

This study also found that there was the significant and positive relationship between perceived quality and who has power in Bangkok (Thailand) at $p = 0.01$ level. Hence, the second hypothesis ($H2$) is supported. The perceived quality included the three measurements as brand image, price and value. Furthermore, the result presented the relationship between independent variable and dependent variable between perceived quality and purchase intention. The result of perceived quality had the positive effect on purchase intention (Zeithaml, 1988; Dodds et al., 1991; Boulding et al., 1999, Monroe and Krishnan, 1985; Monroe and Rao, 1987; Chang and Wildt, 1994; Rajendran and Hariharan, 1996; Tsotsou, 2006; Boulding et al., 1993; Parasuraman et al., 1996, Kang, 2002; Sirgy et al., 1997, McConnell, 1968; Yoo et al., 2000, Yoo and Donthu, 2002. this study investigated of the purchase intention influence of perceived quality of consumer' for iPhone. The perceived quality importance to the consumer needs to provide the purchase intention with the increasing purchase power and growing size of the consumers in Bangkok market. It is of strategic importance for the mobile industry to understand the consumption behaviors of this group before purchase intention.

A significant was positive relationship between purchase intention and who has power in Bangkok Thailand. Purchase intention consisted of two measures e.g. behavior and word of mouth. And it also had the positive direct effect on purchase intention. In addition, the indirect effect of brand consciousness had the positive effect on purchase intention which consisted of brand consciousness and had the positive indirect effect on purchase intention path through the perceived quality. In conclusion, direct and indirect relationships had the best result as brand consciousness.

6. Limitation of research

There are a few limitations on this research finding. In this study, the respondents' revealed that majority of the respondents were in Bangkok Thailand. First, the literature review is based primarily on academic journal, and textbooks, doctoral dissertations, internet and master's theses have not been included. Second, the journals covered in this research are limited the particular databases. Third, keywords search may not be sufficiently exhaustive to cover every possible paper related to purchase intention. Finally, this study investigated a group of people living in the Bangkok area, which may lead to receive the data from the questionnaires, only the group of people in the capital city.

Future research, First of all, it should extend to a wider scope in gathering the data and find out the difference between Bangkok area and suburban area to provide strategic direction on luxury brand products. Second, it should extend to other smartphones such as Samsung, Black berry, Nokia, Oppo, hTC and etc. Third, this study can apply to other luxury products to provide practitioner with strategic direction. Finally, culture and advertising variables quality should be target to investigate for consumer's decision making because some of difference cultures can help increase the consumers' perceptions influence on purchase intention.

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