

Abstract

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Investigating the factors affecting the purchase intention of smartphones exemplified in Egyptian settings

The aim of this paper is to thoroughly understand the factors affecting the purchase of smartphones in Egypt. There is no agreement upon different researches on the factors that measure purchase intention, subjective norms, perceived behavioral control, perceived usefulness and perceived ease of use. Furthermore, the relationship between Subjective norms, perceived behavioral control, perceived usefulness, and perceived ease of use with purchase intention wasn't clear. Adding to the preliminary information gathered through literature, it had been shown that most of the previous researches were held in different countries and on different markets and products without enough researchers discussing this topic in detail on smartphones in Egypt. Therefore, it was critical to conduct research regarding this topic to close the above mentioned gap. The research philosophy guiding this study was a positivism method, along with a deductive reasoning approach and a quantitative research type. The data was collected from those in the Age group 18-30, who live in Alexandria Egypt. This was done through a structured questionnaire distributed on a sample of 400 respondents including students, family, friends and colleagues. The data was gathered using a structured survey. Factor Analysis, Cronbach Alpha, Descriptive Statistics, Regression and Anova were used for the analyses of this study. The data gathered was statistically analyzed using the SPSS. The findings revealed that the four main independent variables that this study started with namely Subjective norms, Perceived Behavioral Control, Perceived Usefulness and Perceived Ease of use were further broken into 7 main constructs using factor analysis namely smartphone easiness of use, smartphone usefulness, social pressure, social trend, convenience of purchase situation, control over purchase situation and usefulness/effectiveness of smartphones. Then, the reliability analysis has shown that all 7 constructs were reliable showing a cronbach alpha above 0.65. After that, the descriptive statistics has shown minor discrepancies within the questionnaire outcome. Most importantly and what was a major contribution to this study the results of the regression analysis revealed that from the 7 constructs, 3 models could be proposed the first model made up of smartphone usefulness and purchase intention as a dependent variable, showing an R-square of 20.8%, the second was made up of smartphone usefulness and social trend with purchase intention as a dependent variable, those together have shown an R-square 28.3% and finally the third was made up of smartphone usefulness, social trend and smartphone easiness of use with purchase intention as a dependent variable and have shown the highest R-Square and adjusted R-Square respectively 29.1% and 28.6% Based on the results it's recommended to apply the newly proposed model on different products, sample characteristics and other areas in Egypt. It's also recommended to add variables like culture and brand personality. Nevertheless, it's endorsed to use a qualitative type of research instead of quantitative to capture the underlying beliefs and motives. Finally it's suggested to use another sampling technique.