

THE FACTORS INFLUENCING CONSUMER PURCHASE DECISION IN CHOOSING TABLET PRODUCTS OF IBA STUDENTS

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ABSTRACT

Youth in this modern era, related with their intention to get information access quickly. Nowadays, there is a popular gadget that used by many people which called tablet. Tablet is a combination of cell phones and laptop. The students of IBA program as the youth who are studying, they need to have gadget which not only can be used to access the internet or social media, but also can help them in college activity. The objective of this research is to know what factors that influencing consumer purchase decision of IBA students in choosing tablet. The population observed is IBA students who have tablet with sample as many as 100 respondents. This research used quantitative method where this research spread questionnaire to obtain the primary data. Factor Analysis Method was used to analyzed the twenty variables of this research. The result and conclusions are from the twenty variables, seventeen variables formed five factors that influence consumer to purchase tablet products. Those factors are product, dependency, brand, usage and quality. There are three variables that do not significantly influence consumer to buy tablet products, namely: trend, curiosity, and friends. Besides those variables, there are also some additional factors that influence consumer in buying tablet products, which are: software application, accessories, feature, extra function, and product released year. The company that produces tablet products should pay attention to all the factors because it has significant influence to consumer purchase decision.

Keywords: *tablet products, consumer purchase decision.*

INTRODUCTION

Research Background

Today, technology takes important part in human life. Technology not only helps people to doing an easy task, but also to doing the complex and difficult one. The usage of technology also becomes wider in various area of human life, such as: communication, information access, entertainment, and etc. For the communication area and information access, the changing of technology today becomes faster to be adapted with the lifestyle and trend. Now, it has changed to some modern gadget which becomes more portable and multifunction.

Nowadays, there is a popular gadget that used by many people which called tablet. Shelly and Vermaat (2011:21) defines tablet (tablet PC) as a special type of notebook computer that allow writing or drawing on the screen using a digital pen. This advancing of technology can help people in terms of access information, internet browsing, or making paper just in one simple tool.

Basically, youth is a group which has a characteristic of desire to having fun and enjoy to trying something new. In other side, youth usually have intention to buy something not just based on their needs, but also something that become trend and easy to being influenced by their friends, or suggestion from family in their purchase decision. Youth in this modern era, related with their intention to get information access quickly. Therefore, they need a sophisticated gadget in daily activity. Usually, the gadget that belongs by the youth has many applications which used to playing games, access information from the internet and social media. But sometimes, they also use the gadget to doing the assignment from their college. By this condition, youth need gadget with multi-tasking performance.

Research Objective

To know what factors that influencing consumer purchase decision of IBA students in choosing tablet products.

THEORETICAL FRAMEWORK

Theories

Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Hawkins et al., 2004:7). Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 2013:31).

Consumer Decision Making

Belch & Belch (2012:114) defined consumer decision making as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. According to Kotler and Amstrong (2010:177), there are five stages as the flow of consumer process to make a decision: need recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior.

1. Need recognition: a situation occurs when consumer realizes that he or she has a need to be fulfilled. This need can comes from the stimuli like normal needs – hunger, thirsty, etc or external stimuli like advertising or discussion with friends.
2. Information search: after consumers realize what that become their problem, the consumer start to search for information needed to make a purchase decision.
3. Evaluation of alternatives: from the information that gains after searching process, consumer get some alternative of various brands or products and services he or she has considered it can solve the problem. Then consumer will evaluate which one of the alternatives that can fulfill his or her needs or wants.
4. Purchase decision: when consumer found the appropriate alternative which can fit with his or her needs or wants, he or she can decide to make a purchase decision.
5. Post purchase behavior: after consumer using the product or service, then they will assess the level of performance of product or service that they used with their expectations of product or service whether it can either satisfy or dissatisfy them.

Factors Influencing Consumer Purchase Decision

Need

Need is difference between a person's actual state and his or her ideal state; provides the basic motivation to make a purchase (Bové & Thill, 2011:332). Consumer also can be motivated to satisfy some other kind of needs, such as utilitarian needs or hedonic needs (Solomon, 2013: 145).

Ease of use

Nielsen (2012) state that usability is a quality attribute that assesses how easy user interfaces are to use. Usability is the measure of a product's potential to accomplish the goals of the user (Rouse, 2005).

Large Screen

The American Heritage Dictionary (2001:746) defines screen as the surface on which a picture is projected for viewing. There are a wide variety of sizes for tablet and also to its screen or display. It is start from 7 inches all the way up to 13 inches (Camp, 2012).

Status symbol

Status symbol is a product whose primary function is to communicate one's social standing to others (Solomon, 2013: 487). Status symbols communicate much more than wealth. They also communicate one's ability to fit in with the wealthy that is, that people belong (Rath, 2014).

Multitasking

Solomon (2013: 88) defines multitasking as a process of information from more than one medium at a time. Multitasking is an attempt by individuals to engage in several tasks in rapid linear succession (rather than simultaneously) where at least one of the tasks is a conceptual learning activity (Abaté, 2011).

Model

Peter & Olson (2005:73) define model as a specific example of a brand that has one or more unique product features or attributes. Today, there are so many different tablet models that available in market from at least a dozen different manufacturers (Brindle, 2011).

Trend

Trend is a general direction of movement, a general tendency or inclination, current style; vogue (The American Heritage Dictionary, 2001: 868). Properly implemented, capitalizing on trends can keep business from stagnating and cause growth and evolution (Myatt, 2009).

Friends (reference group)

Friends are a group that include in primary membership group; reference group which people interact regularly in an informal, face-to-face manner (McDaniel et al., 2011:209). Reference groups influence members in at least three ways. They expose an individual to new behaviors and lifestyles, they influence attitudes and self-concept, and they create pressures for conformity that may affect product and brand choices (Kotler & Keller, 2012: 175).

Price

Price is the amount of money charged for a product or service (Bové and Thill, 2011:349). Price is the amount that a product sells for per unit, and it reflects what society is willing to pay (Case, et al, 2009:72).

Operating System

Operating system is a set of programs that coordinates all the activities among computer hardware devices. (Shelly & Vermaat, 2011:15). Rouse (2014) defines an operating system (sometimes abbreviated as "OS") is the program that, after being initially loaded into the computer by a boot program, manages all the other programs in a computer.

Brand

Brand is a name, term, symbol, design, or combination thereof that identifies a seller's products and differentiates them from competitors' products (McDaniel et al., 2011:342). Brands often have clearly defined images, or "personalities", created by advertising, packaging, branding and other marketing strategies (Solomon, 2013:30).

Curiosity

Curiosity is a state of active interest or genuinely wanting to know more about something (Kashdan, 2010). To be curious people need to be inquisitive, explore, investigate, learn and experiment (Morneau, 2013).

Entertainment

The American Heritage Dictionary (2001:288) defines entertainment (entertain) as to hold the attention of with some amusing or diverting, to extend hospitality. Kids can use the tablets to watch TV shows and movies, play games and explore web (Faughnder, 2014). Facebook and mobiles seem to have replaced television as the youth's chosen mode of entertainment (Menezes, 2012).

Parents (family)

Parent is a father or mother (The American Heritage Dictionary, 2001:613). Parents are included in "the decision maker"; the family member who actually makes the decision to buy or not, and "the purchaser"; the one who actually exchange money for the product (McDaniel et al., 2011:212).

Memory space

Memory is a process of acquiring information and storing it over time so that it will be available when needed (Solomon, 2013:118). Primary storage, also known as main storage or memory, is the main area in computer in which data is stored for quick access by the computer's processor (Rouse, 2005).

Safety

Safety is freedom from danger, risk, or injury, or a protective device (The American Heritage Dictionary, 2001:733). The designer and manufacturer of a product have a moral obligation to make sure that a customer / consumer is not injured by it when used (Ryan, 2003).

Camera Resolution

The amount of detail that camera can capture is called the resolution, and it is measured in pixels (Nice et al., 2006). Any camera with a resolution of more than a million pixels is by definition a megapixel camera (Calderon, 2011).

Promotion

McDaniel et al. (2011:525) defines promotion is communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or elicit a response. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea (Belch & Belch, 2012:18).

After-sales service

After-sales service is services that are provided to the customer after the products have been delivered (Vitasek, 2005, cited by Shaharudin et al., 2009). There are several types of after-sales service, such as spare parts, repairs, inspections, hotlines, installation and commissions (Fischer et al., 2012:133).

Quality

Quality is totally of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler & Keller, 2012: 153). Quality is a measure of how closely a product conforms to predetermine standard and customer expectations (Bovée & Thill, 2011:205).

Previous research

Malviya et al. (2013) found that the measurement model suggested four factors price, brand preference, social influence and features having a dominant influence on the purchase decision of consumers in Indore. Lay-Yee et al. (2013) found that the smartphone purchase decision of Generation Y is influenced by brand concern, convenience concern, dependency concern, price concern, product feature concern and social influence concern.

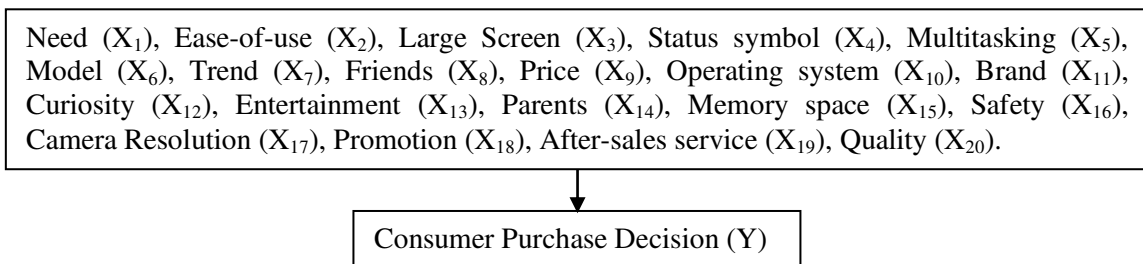


Figure 1. Conceptual framework

Source: Literature Review, 2014

RESEARCH METHOD

Type of Research

This research is quantitative research and used exploratory type. Exploratory research is undertaken when not much is known about the situation at hand, or no information is available on how similar problems or research issues have been solved in the past (Sekaran & Bougie, 2009:103).

Place and Time of Research

The research was conducted in Manado and occurred at IBA program, Faculty of Economics and Business Sam Ratulangi University environment. This research regarded the IBA students as respondents from batch 2010 – 2013 (in active generations) and conducted from June – July 2014.

Population and Sample

Population is the total of all the elements that share some common set of characteristic (Maholtra, 2009:369). The population of this research is the students who have tablet products in IBA program, Faculty of Economics and Business, Sam Ratulangi University. The samples for interview use one rated method. The questionnaire used purposive sampling method and took 100 students as the respondents.

Data Collection Method

Primary data refers to data freshly gathered for a specific purpose or for a specific research project (Kotler & Keller, 2012:122). Secondary data is data that have already been gathered by researchers, data published in statistical and other journals, and information available from any published or unpublished sources available either within or outside the organization, all of which might be useful to the researcher (Sekaran & Bougie, 2009:445). The primary data that used in this research are interview to students in IBA program is use to gain observed variables of this research and questionnaire. This research also uses secondary data as the sources which are journals, textbooks, articles, and internet.

Operational Definition and Measurement Research Variables

Operational Definition

1. Need (X₁): important thing that forces consumer to fulfill by make a purchase and/or used a product.
2. Ease of use (X₂): expectation of consumer about a product when they purchase or used a product. The way to operate that product is simple and efficient.
3. Large screen (X₃): feature that offering by tablet which can help consumer to see something clearly.
4. Status symbol (X₄): something that gives a pride feeling and shows the status social of consumer when they have a product.
5. Multitasking (X₅): facilitation that provided by tablet when purchased by consumer to help them in doing some tasks at the same time quickly.

6. Model (X_6): size, shape, design, and color as the appearance of a product.
7. Trend (X_7): something that becomes famous and booming in a community at certain situation.
8. Friends (X_8): partners that affect consumer by give suggestion or advice in purchase decision.
9. Price (X_9): the amount that consumer will pay to have a product.
10. Operating system (X_{10}): software that carried by the product inside.
11. Brand (X_{11}): a name, symbol, or design of a company or product that differentiate it from its competitors.
12. Curiosity (X_{12}): something that drive the consumer to purchase a product, in which to give experience to consumer.
13. Entertainment (X_{13}): something that offer by a product which give happiness and enjoyment when consumer used a product.
14. Parents (X_{14}): the family members that involve in purchase processing by give suggestion and money in purchase something.
15. Memory space (X_{15}): the size of storage inside tablet which used to safe important files and documents.
16. Safety (X_{16}): the condition of being protected from any danger, risk, or harm.
17. Camera Resolution (X_{17}): technology that offered by a tablet which give a high resolution to give a clear view when see picture or taking photos.
18. Promotion (X_{18}): the way that used by a company to introduce
19. After sales service (X_{19}): additional activity that gives by the company to the product purchased by consumer.
20. Quality (X_{20}): standard performance of a product.
21. Consumer purchase decision (Y): a situation where consumers stop for looking information and evaluation of the alternatives and choose to make purchase action.

In this research, the measurement part of questionnaire will use Likert scale that show how strong the respondent will agree or disagree of a statement. Likert format use five-point scale, where 1 = "strongly disagree", 2 = "disagree", 3 = "neutral", 4 = "agree", 5 = "strongly agree".

Data Analysis Method

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring (Sekaran & Bougie, 2009:157). The validity test is measured by the value of Measuring Sampling Adequacy (MSA) from each variable in Anti-image Correlation. If MSA is more than 0.5 then the data is valid. The reliability test is measure from the value of Cronbach's Alpha. In general, reliabilities less than 0,60 are considered poor, those in the 0,70 range, acceptable, and those over 0,80 is good (Sekaran & Bougie, 2009: 325).

Factor Analysis Method

Factor Analysis is a multivariate technique that confirms the dimensions of the concept that have been operationally defined, as well as indicating which of the items are most appropriate for each dimension (Sekaran & Bougie, 2009:161). Factor Analysis refers to a variety of statistical techniques whose common objective is to represent a set of variables in terms of smaller number of hypothetical variables (Kim and Mueller, 1978:9). This research used Exploratory Factor Analysis (EFA). Exploratory Factor Analysis is a technique for the initial identification of the latent variables (Hutcheson and Sofroniou, 1999:218).

RESULT AND DISCUSSION

Result

All the variables in this research are valid. The MSA value that obtained from the calculation: Need .632, Ease of use .583, Large screen .572, Status symbol .602, Multi-tasking .748, Model .828, Trend .857, Friends .742, Price .731, Operating system .805, Brand .642, Curiosity .804, Entertainment .563, Parents .766, Memory space .669, Safety .757, Camera Resolution .832, Promotion .855, After-sales service .846, Quality .629. The value of Cronbach's Alpha is 0,870. Thus, the internal consistency reliability of the measures used in this research can be considered as good.

Result of Factor Analysis

The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to be processed. Whereas, Bartlett's Test is a method to test for the equalities of variances from a number of independent normal samples by testing the hypothesis. It must be below 0.05. The number of KMO MSA of this research is 0,742 and the test of Bartlett has been associating a significant level of 0.000. Because number of MSA is above 0.5 and Bartlett's test of sphericity so variable can continue to be processed in factor analysis. To determine which variable that included for each factor, it should be seen from the greatest value of correlation (factor loading). The variable is grouped to the factors by make a comparison of the correlations and see the greatest value of variables correlation for each factors. The correlation value that greater than 0.5 and has a greatest value to one of factors will belong by that factor. The details of variable correlation to the factors can be seen as follows.

Table 1. Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Promotion	,810	,080	-,011	-,057	,035
Parents	,776	,072	,097	,014	,193
After-sales service	,773	-,084	,215	,073	,266
Safety	,724	,427	,105	-,187	-,083
Price	,649	,234	,077	,315	-,189
Camera Resolution	,601	-,167	,118	,305	,231
Need	,009	,835	-,094	,324	,180
Multitasking	-,022	,638	,264	,110	,166
Model	,349	,600	,163	,387	,231
Trend	,493	,499	,198	-,258	,195
Curiosity	,431	,493	,455	-,171	-,002
Brand	,194	-,024	,773	,032	,019
Memory Space	,101	,160	,610	,338	,133
Operating System	,233	,227	,536	,405	,123
Entertainment	-,219	,245	,505	,052	,464
Ease of Use	-,120	,002	-,026	,788	,161
Status symbol	,011	,184	,326	,551	-,070
Friends	,258	,227	,267	,491	-,036
Large Screen	,110	,217	,006	,104	,739
Quality	,254	,095	,135	-,004	,718

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 8 iterations.

Source: SPSS – output

It can be seen that there are trend, curiosity, and friends which has value for all factors below than 0.5. Therefore, they were not included in the factors and be thrown out. Then, factor analysis result formed seventeen variables as factors. The details of group of factors can be seen as follows.

Table 2. Group of Factors

Factor	Variable	Factor Loadings
1	Promotion	.810
	Parents	.776
	After-sales service	.773
	Safety	.724
	Price	.649
	Camera Resolution	.601
2	Need	.835
	Multitasking	.638
	Model	.600
3	Brand	.773
	Memory Space	.610
	Operating System	.536
	Entertainment	.505
4	Ease of use	.788
	Status symbol	.551
5	Large screen	.739
	Quality	.718

Source: Data Analysis Result, 2014

It is shown that all the twenty variables passed the validity test, but only seventeen of them performed as factors and divided into five grouped of factors. The remaining 3 variables were not included are trend, curiosity, and friends.

Discussion

Product

Product factor consists of promotion, parents, after-sales service, safety, price, and camera resolution. Promotion is communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or elicit a response (McDaniel et al, 2011:525). It is good for company to make an interesting and attracting promotion. Parent is a father or mother (The American Heritage Dictionary, 2001:613). Parents usually choose the well-known product to buy. Consequently, it will determine the youth to buy a product both directly or indirectly. After-sales service is services that are provided to the customer after the products have been delivered (Vitasek, 2005, cited by Shahrudin et al., 2009). When the company that sells a product also pays attention for the after-sales service, they can give a full treatment of service to consumer. Safety is freedom from danger, risk, or injury, or a protective device (The American Heritage Dictionary, 2001:733). For tablet product, the safety is about the availability of anti-virus and ensures the data that kept inside the tablet; hence consumer will feel ensure that the data stored inside tablet will not be damaged by virus or stolen by others. Price is the amount of money charged for a product or service (Bovée & Thill, 2011:349). It is good for company to set the price appropriately with their target market. Camera Resolution is the amount of detail camera can capture and it measured in pixels (Nice et al., 2006). With a high camera resolution inside that product, it gives additional value in which can help consumer to take photo and store the moment captured.

Dependency

Dependency factor consists of need, multitasking and model. Need is difference between a person's actual state and his or her ideal state; provides the basic motivation to make purchase (Bovée & Thill, 2011:332). For nowadays, most of product is already become need for consumer especially for gadget and electronic product. It is because of changing in technology and lifestyle that become more modern. Multitasking is a process of information from more than one medium at a time (Solomon, 2013:88). By having product which can do multitasking, consumer can save time and effort when handle many task at same time. Model is a specific example of a brand that has one or more unique product features or attributes (Peter & Olson, 2005:73). For tablet product, usually consumer wants to buy it because it has simple model with small size. Therefore, the

model must be easy to keep. This result factor also supported by Lay-Yee et al. (2013) that found that the smartphone purchase decision of Generation Y is influenced by brand concern, convenience concern, dependency concern, price concern, product feature concern and social influence concern.

Brand

Brand factor consists of some variables which are: brand, memory space, operating system, and entertainment. Brand is a name, term, symbol, design or combination thereof that identifies a seller's products and differentiates them from competitors' products (McDaniel et al., 2011:342). Company should build a strong brand name and brand image in market in order to give significant impact in influence consumer when buy a product. Memory space is the main area in computer in which data is stored for quick access by the computer's processor (Rouse, 2005). The bigger size for memory space the more files can be stored. Operating System is a set of programs that coordinates all the activities among computer hardware devices (Shelly & Vermaat, 2011:15). By choose appropriate OS, consumer can easily know how to control the running applications. Entertainment (entertain) is to hold the attention of with some amusing or diverting, to extend hospitality (The American Heritage Dictionary, 2001:288). When consumer used product, they also usually used product in boring situation with hope it can makes them feel good. This result support previous research conducted by Malviya et al. (2013) that found that the measurement model suggested four factors price, brand preference, social influence and features having a dominant influence on the purchase decision of consumers in Indore.

Usage

Usage factor consists of ease of use and status symbol variables. Ease of use (usability) is a quality attribute that assesses how easy user interfaces are to use (Nielsen, 2012). The way about how to operate that product must be simple and easy. It will give advantage for consumer when they buy the product because they will easily understand how to use and efficient in using it without any difficulties. Status symbol is a product whose primary function is to communicate one's social standing to others (Solomon, 2013:487). When consumer buys a branded product, sometimes it is not only for used-purpose but also for showing the status social.

Quality

Quality factor consists of large screen variable and quality variable. Screen is the surface on which a picture is projected for viewing (The American Heritage Dictionary, 2001:746). For tablet product, it really help the consumer when they used it to play games, watching video, or read document with small font size. Quality is totally of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler and Keller, 2012:153). Quality becomes important assurance for consumer, and become credibility for the company in produce the products.

Additional factor

Besides the factors above, there are also some additional factors which can influence consumer in buying tablet products. The factors are: software application, accessories, feature, extra function (like water resistant), and product released year. By the answer, it can be known that the factors that influence consumer are various and not only restricted for that 20 variables.

CONCLUSION AND RECOMMENDATION

Conclusion

This research has seventeen variables that influence consumer purchase decision to buy tablet products, which are: 1) Need, 2) Ease of use, 3) Large screen, 4) Status symbol, 5) Multi-tasking, 6) Model, 7) Price, 8) Operating system, 9) Brand, 10) Entertainment, 11) Parents, 12) Memory space, 13) Safety, 14) Camera Resolution, 15) Promotion, 16) After-sales service, and 17) Quality. The seventeen variables that remain are grouped into five factors, which are product, dependency, brand, usage and quality. There are three variables that must be thrown out in the process of rotation matrix. They are: 1) Trend, 2) Curiosity, and 3) Friends. There are some additional factors that also influence consumer in buying tablet products. Those additional factors are: software application, accessories, feature, extra function, and product released year.

Recommendation

In this research, all the factors are proven to influencing consumer in purchase decision when buy tablet product. Therefore, for the companies that produce tablet products must give a high attention for these factors in order to more attract the consumer to buy tablet product that made by company. For gadget product, especially for tablet, the additional factors included: software application, accessories, feature, extra function, and product released year. Company must pay attention about these factors because they also give impact in influence the consumer in purchase decision.

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