

A STUDY OF ‘PATRIOTISM’ AND ‘ETHNOCENTRISM’ FOR ‘SMARTPHONE’ PURCHASE IN INDIA WITH REFERENCE TO JHANSI

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ABSTRACT

With ‘Make in India’ initiative at national level, encouragement is given by government for local or domestic investment and manufacturing. Smartphone industry is growing with huge pace. The primary aim of this research is to evaluate the influence of Patriotism and Ethnocentrism on consumer behaviour through purchase intention for Indian brand smart phones in Jhansi (India). Also to figure out the impact of brand name, social influence and product features on intention to use Indian brand smart phones in Jhansi (India). PLS SEM (Partial Least Square Structural Equation Modelling) is used to study affiliation among above mentioned Latent Variables. Among all the factors under study, ‘Patriotism’ and ‘product features’ came up as significant for purchase intention of Indian smart phone. This research is one of initial attempts to establish relationship between Patriotism and Ethnocentrism and purchase intention for Indian Smartphone in Indian market. This paper gives base to new Indian companies for strategizing their product for Indian market and established companies to rethink about their product positioning.

Keywords: Patriotism, Ethnocentrism, Product Features, Smartphone.

INTRODUCTION:

Various studies have explored the factors which determine buying intentions and consumer behaviour. This study tried to investigate, do 'Patriotism' impress customer to buy Indian manufactured smart phones or Indian brands in India? Also, does 'Ethnocentrism' of customers play any role in influencing intention to purchase Indian brand regarding smart phones? With the launch of 4G in India and with up surging disposable earnings of common man, growth in the demand of Smartphone will see in future. Smart phone has not only counterfeit mobile phones and camera but also desktop regarding various routine like checking emails, social networking and shopping online. More and more companies and with their version are coming in Indian market which is escalating the competition in the market. As per Indian Business Journal February 2017, 40 percent of Smartphone market is snatched by Chinese vendors in 2016 whereas Indian brands saw deterioration in market share. Company services, products and marketing strategies need to be differentiated to establish their brand in Indian market. It is difficult to cover all factors for influencing intention to purchase and take care of them simultaneously. Some factors like 'Ethnocentrism' and 'Patriotism' are needed to be analyzed for Smartphone purchasing so that new companies could concentrated on critical factors which affect consumer behaviour.

STATEMENT OF PROBLEM:

This study is pertaining to study factors which can imprint consumer behaviour in regard to purchase of smart phones in India. It helps to discern the notability of two factors that is 'Patriotism' and 'Ethnocentrism' to companies. Either companies should ground their merchandise as Indian brand or position them with some other theme. Also to find aspects of other factors like 'brand name', 'social influence' and 'product features' on intention to purchase Indian Smartphone in India. Some questions need to be answered like:

- Does an Indian patriotic person will show inclination towards Indian smart phones while purchasing smart phone?
- Does an Indian person high in 'Ethnocentrism' give any attention to Indian brand while purchasing Smartphone?
- Do customers who give high desire to brand name and product features give any propensity to Indian brands?
- Do people who get endorse from society for opting smart phone does give preference to Indian brand smart phone?

OBJECTIVE OF THE STUDY:

- To identify the impact of Patriotism and Ethnocentrism on Behavioural Intention to purchase Indian smart phone in future.
- To find the influence of brand, social influence and product features on Behavioural Intention to purchase Indian smart phone in India.

SCOPE OF THE STUDY:

Relation is confined to Smartphone industry. Population is Jhansi city (India) customers inclusive of all age and gender. Factors studied are Ethnocentrism, Patriotism, brand, product features and social influence.

THE CONCEPTUAL FRAMEWORK OF THE STUDY/LITERATURE REVIEW:

Product Features:

Lay-Yee, Kok-Siew, & Yin-Fah, (2013) noted in their study that features are traits of product(hardware and software) and it effect 'customer intention' to buy. Rahim, Safin, Kheng, Abas, & Ali, (2016)in their study shows 'product features' have anaffirmative repercussion on 'buying intention'. Rufus & Jimmy, (2014)in their research shows that 'product design and features' are utmost decisive criteria to select Smartphone. Min, Hong, Ai, & Wah, (2009) study show that 'demand' is also impressed by

‘product features’. Shaharudin, Mansor, Hassan, Omar, & Harun,(2011)research study shows, ‘product features’ have direct effect on ‘product quality’. Therefore, Hypothesis 1 (alternative): There is significant influence of ‘product features’ on ‘purchase intention of Indian smart phones’.

Social influence (SI):

(Milanesi, 2014) found in their research that in U.S. market, 70 percent people do investigate before procuring Smartphone. 20 percent of consumers interacted with store sales person before going back into a store to purchase. One quarter sought consultation from friends. As per Milanesi (2014), from consumers who were recommended Samsung, only 6 percent walked out from the store with an iPhone. L. Rashotte in his paper describe social influence as a means to bring changes by one person in another person's behaviour, thoughts, feelings which could be either purposely or non-purposely (cited in S. Kaushal & K. Rakesh, (2016)). Lots of studies have been conducted which shows that Social influence has major effect on intention to buy (S. Kaushal & K. Rakesh, 2016), (Jing Qun, Jia Howe, Chee Thai, Wei Wen, & Teik Kheng, 2012), (Rahim et al., 2016), (Min et al., 2009), (Jing Qun et al., 2012). Therefore, Hypothesis 2 (alternative): There is significant influence of social intention to Purchase intention of Indian smart phones.

Brand (B):

A legally registered logo or word/name or sign, acting as a trademark, used by a firm or retailer to identify its products uniquely from others of the same type and generally prominently displayed on its goods, in advertising, etc. (<http://www.dictionary.com/browse/brand-name>). Srinivasan & Till, (2002) found in their study that Brand names are vital in decisive perception of brand quality and attitude in relation to the product (cited in Chatrattikorn, (2014). Milanesi, (2014) research shows that customers with brand in mind do less pre purchase research. Hence brand plays an important role in buying intention. Many studies like (Chi, Yeh, & Yang, 2009), (Rahim et al., 2016) shows affiliation between brand and intention to buy. Sethi & Chandel, (2015) did conjoin analysis and figured out brand is most important factor. Min et al., (2009), studies shows that brand are also affected the demand of Smartphone. Therefore, Hypothesis 3 (alternative): There is significant influence of brand on purchase intention of Indian smart phones.

Patriotism (P):

Rezvani et al., (2012) defined Patriotism is a positive emotional feeling for one's own country but it never shows that we have negative feeling for one another country (Rezvani et al., 2012). (Alekan et al., 2012) research shows that Patriotism has significant effect on actual purchase. Che Wel, Alam, & Omar, (2015) study shows that Patriotism has significant effect on purchase intention. Therefore, Hypothesis 4 (alternative): There is significant influence of Patriotism on purchase intention of Indian smart phones.

Ethnocentrism (E):

Ethnocentrism is standardizing one's own culture and to opine about values and beliefs of other in relation to the own. It basically encompasses a comparison of language, behaviour, customs and religion of other cultures with the own ethnic group. Ethnocentrism used in circles where ethnicity and social issues are of concern. It means thinking one's own group superior from others (Candan, Aydin, & Yamamoto, 2008). Ethnocentrism overestimates and support domestic products and considers other country products inferior therefore underestimate them. Ethnocentric customers think that purchasing foreign goods hit domestic economy. On the other hand, Patriotism tends to express the love and support toward the consumer's own nation, without having the defensive feeling toward another country” (Che Wel et al., 2015). Ethnocentrism is an influential belief imbibed in the minds of the customer regarding product quality and purchase intentions. Ethnocentrism is the outcome of either overestimation of feature and attributes of domestic products and vice versa (Rezvani et al., 2012).

Hypothesis 5 (alternative): Ethnocentrism has significant influence on intention to purchase Indian Smartphone.

Intention to Purchase (IP):

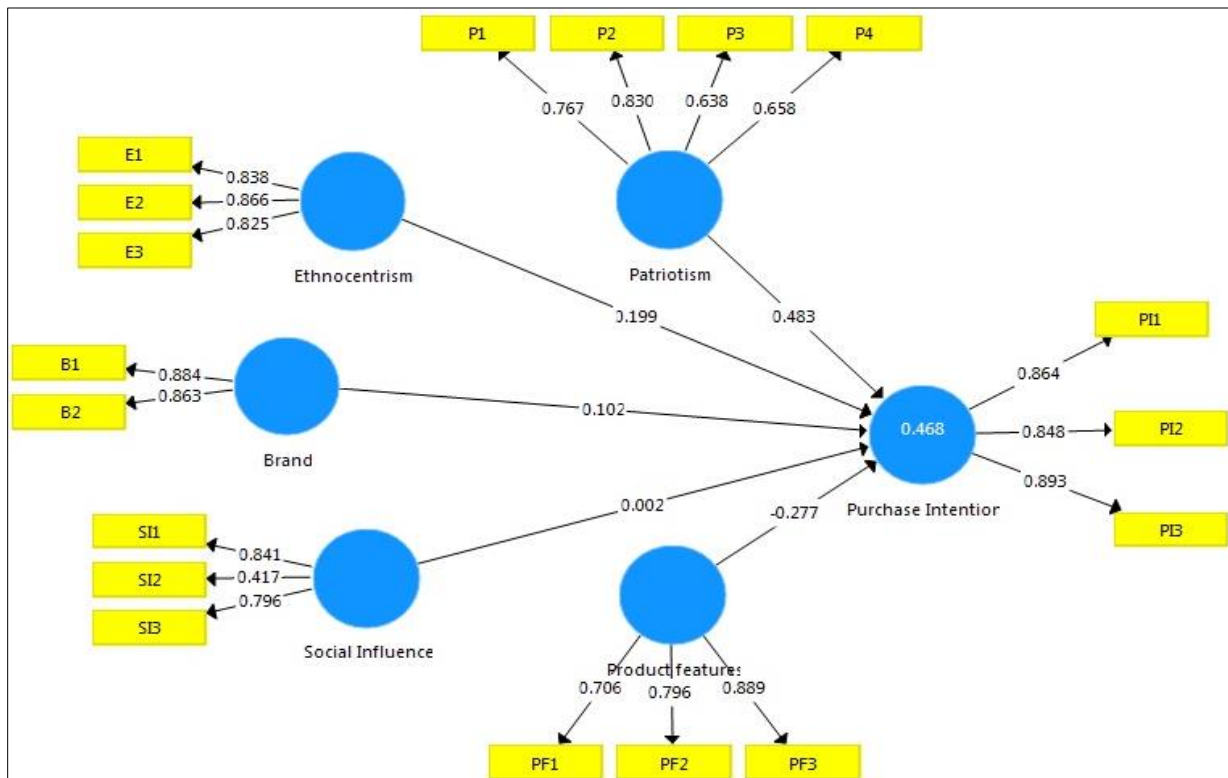
As per Warshaw and David, 1985, Purchase intention means to pre plan the purchase of certain good or service in future, this plan may not always be effective due to the personalized concept of ability to perform (cited in Jing Qun et al., (2012).

PLS –SEM:

Structural Equation Model is a multivariate method for linear and additive causal relations. PLS is good alternative in comparison to covariance based structural equation modelling when data size is small, less available theory, predictive accuracy is important, correct model specification is not ensured and Definition of Normal Distribution is free(Wong, 2013), (Gye-soo, 2016). PLS SEM preference exceeds Covarianced Based SEM when study is primarily exploratory as our study.

CONCEPTUAL FRAMEWORK:

Figure I: Conceptual Framework



Source: Generated by authors with SmartPLS (v. 3.2.6).

Our constructed Latent Variables are: SI = Social Influence, PF= Product Features, B= Brand, P= Patriotism, E= Ethnocentrism, PI= Purchase Intention

RESEARCH METHODOLOGY:

Research Design:

A three steps analysis is adopted by researcher. In first step, reliability and validity is checked. In second step, equation T statistics with Bootstrapping will be studied to validate or disqualify hypothesis. In third step, researcher will try to explore other relation among LV (Latent Variables) under study. Area of research is Jhansi city in Uttar Pradesh. All respondents are from Jhansi. Primary Data collection is administered through questionnaire hardcopy and Google forms Non-Probability Sampling like Convenience Sampling and Snowball methods were used by the researcher. The sample of our study is 59. The thumb rule for sample size is the maximum number of pointers towards any endogenous multiplied by 10 (Barclay, D., Thompson, R., dan Higgins, 1995) (cited from Garson, 2016). In our case, the maximum number of pointers towards endogenous is 5. Therefore minimum number is 50.

Statistical Tools used:

Partial Least Square Structural Equation is applied with SmartPLS 3. Reason to use SmartPLS 3 software is to do exploratory study regarding our defined model (Joseph E Hair, Hufit, Ringle, & Sarstedt, 2014). Second reason is additive and linear nature of model under study. Also the study is exploratory in nature to find Patriotism and Ethnocentrism on Indian Smartphone purchase. As study is based on contemporary situation, emphasis is to study power of construct to predict future consequences rather than establishing relationship among variables. Apart from SmartPLS, R Language for 'Goodness of fit.

Instrument:

Questionnaire is used as instrument of data collection. All questions are with 7 point Likert scale with strongly disagreeing to strongly agree as extreme ends. The questionnaire was developed using previous scales and items. For Product Features following items were used like 'Smartphone has more applications than basic hand phone', 'Smartphone provides high quality of games', 'Smartphone's internet accessibility is speedier than basic hand phone', 'I use Smartphone due to its operation system' taken from Market Analysis and Consumer Research Organization (MACRO) used in Min et al., (2009). For Brand, following items were used like 'I will only buy my favourite brand of Smartphone', 'Brand name is a major factor that will influence my decision towards buying a Smartphone' taken from Rio, Vazquez, and Iglesias, 2001 used in Min et al., (2009). For Social Influence following items were used 'My friends/family members think that we should all use Smartphone', 'My friends/family members influenced me to buy Smartphone', 'People around me have stimulated me in using Smartphone'. First two items taken from Pederson, n.d. used in (Min et al., 2009) and item is of Visser, (n.d) used by Min et al., (2009). Following items were used to evaluate Ethnocentrism; 'Buying foreign products means anti India', 'Foreigners should not be allowed to put their products in our country', 'People who purchase foreign products are responsible for unemployment in India'. Items were modified as per study and taken from (Candan et al., 2008). For Patriotism items taken from (Chen, 2011) and are as follows; 'I should buy Indian products because I am an Indian', 'I feel guilty if I choose to buy foreign products instead of Indian products', 'Foreign imports are and will be hurting Indian industry', and 'Foreign imports are and will be replacing domestic jobs'. For Purchase Intention, two item were taken from (Jaafar, Lalp, & Mohamed@Naba, 2013) and one item and moulded as per study from (Venkatesh, Morris, Davis, & Davis, 2003). Items are 'I will consider to purchase the Indian brand Smartphone', 'I will definitely consider buying a Indian brand Smartphone Overall' and 'I plan to use Indian mobile in the next 6 months'.

ANALYSIS AND INTERPRETATION:

In the model (Figure 1), Loadings, path Coefficients and R^2 values are depicted which are standardized. The model (Figure I) depicting outer loadings, path coefficients and R square values. For indicator reliability, values of outer loading greater than 0.7 is preferred, in case of exploratory research, 0.4 and higher is acceptable (Hulland, 1999). All loadings (except SI2) are near to 0.7 means nearly 50 percent variance of each item is defined by Latent Variables. Hence indicator Reliability is valid for all items (except SI2 as for this item $t=1.14$, $p=0.25$) with Bootstrapping. For rest of items, we have statistically significant results with $p<0.05$. SI2¹ is not omitted though it is not statistically significant because researcher think item is necessary to define social influence. The convergence of PLS Algorithm happened in 8 iterations, hence coefficients and loadings are reliable. For internal consistency reliability, composite reliability should be 0.7 or higher. If its exploratory study minimum 0.6 is acceptable (Bagozzi & Yi, 1988). Internal consistency reliability is achieved as Composite Reliability of each construct is higher than 0.7. For convergent validity, Average Variance Extracted (AVE) should be higher than 0.5 (Bagozzi & Yi, 1988). Average Variance Extracted (AVE) values are more than 0.5 for all constructs which is required condition for Convergent Validity (Table I).

¹ Item is: - friends/family members influenced me to buy Smartphone.

Table 1: For Reliability and Convergent Validity

Outer Model Loadings and Values								
	Items	weight	loading	Indicator Reliability loading square	Communality	redundancy	composite Reliability	Construct validity (AVE)
Brand	B1	0.59	0.88	0.78	0.78	0	0.87	0.76
	B2	0.55	0.86	0.74	0.75	0		
Ethnocentrism	E1	0.34	0.84	0.7	0.7	0	0.88	0.71
	E2	0.49	0.87	0.75	0.75	0		
	E3	0.36	0.83	0.68	0.68	0		
Patriotism	P1	0.43	0.77	0.59	0.59	0	0.82	0.52
	P2	0.4	0.83	0.69	0.69	0		
	P3	0.26	0.64	0.41	0.41	0		
	P4	0.26	0.66	0.43	0.43	0		
Product Feature	PF1	0.33	0.71	0.5	0.5	0	0.84	0.64
	PF2	0.26	0.8	0.63	0.63	0		
	PF3	0.62	0.89	0.79	0.79	0		
Social Influence	SI1	0.63	0.84	0.71	0.71	0	0.74	0.51
	SI2	0.05	0.42	0.17	0.17	0		
	SI3	0.57	0.8	0.63	0.63	0		
Purchase Intention	PI1	0.38	0.86	0.75	0.75	0.35	0.9	0.75
	PI2	0.37	0.85	0.72	0.72	0.34		
	PI3	0.39	0.89	0.8	0.8	0.37		

Source: values are generated by Authors through SMARTPLS 3.

In the case of Discriminant Validity, Fornell & Larcker, (1981) suggested that square root of AVE of each latent should be greater than the correlations in all constructs. The Fornell–Larcker discriminant validity criterion is also achieved for Discriminant Validity (Table II).

Table 2: The Fornell–Larcker Discriminant Validity Criterion and f-square for Purchase Intention

Discriminant validity							f square for Purchase Intention		
	brand	Ethnocentrism	Patriotism	product feature	purchase intention	social influence	exogenous constructs	f square values	effect size
brand	0.873						brand	0.019	small
Ethnocentrism	0.13	0.843					Ethnocentrism	0.056	small
Patriotism	0.12	0.486	0.727				Patriotism	0.33	high
product feature	0.036	-0.022	0.016	0.8			product feature	0.143	medium
purchase intention	0.177	0.454	0.589	-0.269	0.869		social influence	0	no effect
social influence	0.203	0.158	0.177	0.004	0.139	0.711			

Source: values are generated by Authors through SMARTPLS 3.

R squared value is 0.468 therefore model explains about 46.8 percent of the variation in the purchase intention is explained by independent variable(Ethnocentrism, Patriotism, social influence, brand name, product features) with t-statistics of 5.643 and p value of 0.000 hence R Square is significant at 99 percent confidence (calculated through Bootstrapping with subsample of 10000)(Hair, Ringle, &

Sarstedt, 2011). PLS program does significance testing through bootstrapping. Bootstrap results approximates the normality of data (Gye-soo, 2016).

To study predictive capability of model Goodness of Fit test is done. As this test is not available in SmartPLS 3, this test is done in R Language while using PLSPM package. The value of GOF test is 0.5462 which is more than cut off of 0.36; hence our model is fit. Also the value to Standardized Root Mean Square Residual (SRMR) is 0.1 which is equal to cut off of 0.1 suggested by (Iacobucci, 2010) shows that model is fit. the value of ‘Q’ Square in SmartPLS is 0.270 which is greater than zero which shows that PLS model under study is predictive of the endogenous variable ‘Purchase Intention’ in our study. For the study, ‘f square’ is analyzed and shown in (Table II). As per ‘f square’, Patriotism is most important among Latent Variables under study followed by Product feature and in last Ethnocentrism. Others does not change R square much.

For Significance and for studying structural equation model, Bootstrapping is done with subsample of 10000 (Hair et al., 2011). Result of bootstrapping for path coefficients is as follows: Relation between Patriotism and purchase intention for Indian Smartphone is significant with 99 percent confidence (t = 3.828, p = 0.000), Ethnocentrism is not significant at 95 percent in defining Purchase Intention but significant at 90 percent confidence level in influencing purchase intention (t = 1.654, p = 0.098), Product Feature is negatively affecting purchase intention with 95 percent confidence level (t = 2.111, p = 0.035), Brand is not significant in influencing Purchase Intention (t = 0.941, p = 0.347), Social Influence is also not able to make any impact on Purchase Intention (t = 0.016, p = 0.987). Therefore from above discussion, we can deduce that Hypothesis 4 (alternative) is accepted with 99 percent confidence level, Hypothesis 1 (alternative) is accepted with 95 percent confidence level. Hypothesis 5 (alternative) is rejected at 95 percent confidence level but getting accepted with 90 percent. Both, Hypothesis 2 (alternative) and Hypothesis 3 (alternative) are not significant and got rejected.

Table 3: Hypothesis Testing Result

Hypothesis:-	Result
Hypothesis 1 (alternative): product feature has influence on intention to purchase Indian smart phones.	accepted**
Hypothesis 2 (alternative): social influence has influence on intention to Purchase Indian smart phones.	rejected
Hypothesis 3 (alternative): Brand has significant influence on intention to purchase Indian smart phones	rejected
Hypothesis 4 (alternative): Patriotism has significant influence on intention to purchase Indian smart phones.	accepted***
Hypothesis 5 (alternative): Ethnocentrism has significant influence on intention to purchase Indian Smartphone.	rejected

*** 99 percent significance, ** 95 percent significance

For loadings on Latent variable, all are significant at 99 percent except item ‘PF1’, ‘SI1’ and ‘SI3’ which are significant at 95 percent and item ‘SI3’ which is not significant but sustained in model as researcher consider this statement relevant.

Hence from our statistics, we can say for our hypothesis that Patriotism is most important for influencing with 99 percent confidence, product feature is negatively related with purchase intention for Indian Smartphone with 95 percent confidence. Ethnocentrism is significant with 90 percent confidence. While exploring model, some aspects related to direct and indirect effect are also studied. Ethnocentrism is not directly influences purchase intention but indirectly keeping Patriotism as mediator. Indirect effect, with mediation of Patriotism, for Ethnocentrism on purchase intention is significant having t value of 3.955 with 99 percent confidence. Ethnocentrism has direct effect on Patriotism with standardized path coefficient 0.509, standard deviation 0.091 and 5.597 as t statistics with p value of 0.000. Patriotism has full mediating effect between Ethnocentrism and

purchase intention. Social influence has direct effect on the selection of brand with 2.085 as t statistics with p value of 0.037.

CONCLUSION AND IMPLICATIONS:

From the analysis we could come up with some conclusion below.

- A feeling of Patriotism among Indians could play a vital role for Indian customers. This emotional segment could be en-cashed by Indian companies in mobile industry as competition is low in this segment. Indian companies could avail this gap as opportunity to increase penetration and market share in Indian market.
- Though Ethnocentrism is highly associated with Patriotism, still it is not significantly affecting the intention to purchase Indian mobiles. Therefore companies should if possible to avoid comparative promotions against foreign Smart phones in India. Basic reason as per researcher is the quality perceived by Indians for foreign products is at positive side. Ethnocentrism is directly related to Patriotism. Patriotism plays a strong role of mediator between Ethnocentrism and intention to purchase. Hence, this ethnocentric segment will be automatically getting influence with the promotion of Patriotism and started creating intention to purchase Indian phones.
- While analyzing the relationship between Product Features and intention to purchase foreign goods, we figured out that there is significant relationship between them and that also at negative side. People who are more concerned for product features neglect patriotic appeal and move towards foreign products. With the increase of completion in Smartphone industry, easily available information and attitude towards search for knowledge made Indian customers aware of importance of different product features. The change in lifestyle also enhanced the usage of product features in Smartphone. As product features become critical while purchasing smart phones, therefore companies while positioning them as 'made in India' products should also highlight there strong points regarding features or unique selling proposition related to product features.
- When we look at the relation between brand and intention to purchase Indian Smartphone, we find it insignificant. Suggesting that when a person is brand conscious, they will not consider Smartphone as Indian brand or foreign brand when deciding which brand to buy. People only see brand as their own brand. From this again we are getting a hint of emptiness or vacuum or gap in patriotic product positioning. While selecting brand, brand conscious customers are not giving a single thought which in Indian brand and which is not. This is unfolded opportunity for Indian companies to en-cash. They should put effort (if there promotion strategy supports) to highlight their products as Indian brands which are not only good in quality feature wise but also gives feeling of Patriotism.
- Family, peer, friends and surroundings do influence the purchase intention of person when one has to purchase a product. In our study, we have analyzed that social influence do play a significant role in influencing, which brand one should purchase. But there is no significant influence on purchase intention for Indian 'Made in India' smart phones. Hence researcher conclusion is that family and friends are not influencing buyers to purchase only Indian brands. They are not categorizing brand as foreign or Indian. They are least concerned either brand is Indian or not. What important is that it should be big and established brand.

The implication of the study from researcher is that Patriotism do influencing Indian Smartphone purchase which could be cashed by Indian brands. Appeal of promotion should be emotional without any criticism for foreign products as Ethnocentrism is not significant. Apart from emotional patriotic appeal, quality product features should also be highlighted side by side. As per researcher, this campaign could make company to be dominant player in Patriotism segment and could give good position in market to go for mass marketing in future.

LIMITATIONS AND FUTURE SCOPE OF THE STUDY:

Sample size is small and confined only to Jhansi city in India. Future research is required in areas which are not covered in this study. One is to analyses the positioning map of Indian mobiles for Patriotism

and to find competition in this segment. Second is to do comparative study of patriotic promotion and ethnocentric promotion for products.

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