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BTMM (HIGH TECHNOLOGY MARKETING)

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UTeM

FACTORS INFLUENCING CONSUMER
PERCEPTION ON BUYING IT PRODUCTS AMONG
UTeM STUDENTS

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SUPERVISOR'S AND PANEL APPROVAL

I/We, hereby declared that I/We had read through this thesis and
in my/our opinion that this thesis is adequate in terms of scope and quality which
fulfill the requirements for the award of bachelor of technology management
(High Technology Marketing)

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PRODUCTS AMONG UTeM STUDENTS

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This Report Submitted In Partial Fulfillment of The Requirements For The Award
Bachelor of Technology Management (High Technology Marketing) With Honors

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DECLARATION

“I admit that this report is the result of my own, except certain explanations and passages where every of it is cited with sources clearly.”

Signature :

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Date :

DEDICATION

I would like to dedicate the appreciation to my family members who supported me from spiritually and financially, beloved supervisor and panel who guided me throughout the research, housemates and course mates that assisted me through the journey of research.

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ABSTRACT

Consumer perception is very important in buying IT products especially among students. The factors that influence consumer perception is need to be identified. This is because those factors will be a measurement for both consumer perceptions in buying IT products. For that reason, this study was conducted to investigate the factors influencing consumer perception on buying IT products among UTeM students. The data for this study will be collected by using questionnaires from 80 respondents in Faculty of Technology and Technopreneurship of Universiti Teknikal Malaysia Melaka (UTeM). The collected data will be analyzed, interpreted and discuss in PSM 2.

Keywords: Consumer perception, IT product, UTeM Melaka

ABSTRAK

Persepsi pengguna adalah sangat penting dalam pembelian produk IT khususnya dalam kalangan pelajar. Faktor-faktor yang mempengaruhi persepsi pengguna adalah perlu dikenal pasti. Hal ini demikian kerana faktor-faktor ini akan menjadi ukuran persepsi pengguna untuk membeli produk IT. Oleh sebab itu, kajian ini dijalankan untuk mengkaji faktor yang mempengaruhi persepsi pengguna dalam membeli produk IT dalam kalangan pelajar UTeM. Data untuk kajian ini akan dikumpulkan dengan menggunakan soal selidik daripada 80 responden di Fakulti Teknologi dan Teknousahawan, Universiti Teknikal Malaysia Melaka (UTeM). Data yang diperolehi akan dianalisis, ditafsirkan dan dibincangkan dalam PSM 2.

Kata kunci: persepsi pengguna, produk IT, UTeM Melaka

Table of Content

CHAPTER	TITLE	PAGE
	APPROVAL	i
	TITLE	ii
	DECLARATION	iii
	DEDICATION	iv
	ACKNOWLEDGEMENT	v
	ABSTRACT	vi
	ABSTRAK	vii
	TABLE OF CONTENT	viii-xii
	LIST OF TABLE	xiii-
		xiv
	LIST OF FIGURES	xv
	LIST OF ABBREVIATIONS AND SYMBOLS	xvi
	LIST OF APPENDIX	xvii
CHAPTER 1	INTRODUCTION	
	1.1 Introduction	1-2
	1.2 Problem Statement	3
	1.3 Research Question	3
	1.4 Research Objective	4
	1.5 Significant Of Study	4
	1.6 Scope of Study	4
	1.7 Summary	5

CHAPTER 2 LITERATURE REVIEW

2.1	Introduction	6
2.2	Overview of consumer perception among UTeM Students	7
2.3	Overview of IT Products	8
2.4	The Factors That Influencing Consumer Perception On Buying IT Products Among UTeM Students	9
2.4.1	Quality	9-10
2.4.2	Price	11
2.4.2.1	Negative Role of Price	11-12
2.4.2.2	Positive Role of Price	13
2.4.3	Friendly-user	14
2.4.4	Product Brand	15
2.4.4.1	Brand of Smartphone	16
2.4.4.2	Brand of Laptop	16
2.4.5	Features	17
2.4.5.1	Screen	18
2.4.5.2	Design	18
2.5	Conceptual Framework	19
2.6	Hypothesis Testing	20
2.6.1	Hypothesis 1	20
2.6.2	Hypothesis 2	20
2.6.3	Hypothesis 3	20
2.6.4	Hypothesis 4	20
2.6.5	Hypothesis 5	21

CHAPTER 3 RESEARCH METHODOLOGY

3.1	Introduction	22
3.2	Research Design	23
3.3	Methodological Choice	24
3.4	Primary Data Sources and Secondary Data Sources	24
3.5	Location of Research	25
3.6	Questionnaire Design	25-26
3.7	Sampling Design	26-27
3.8	Research Strategy	27
	3.8.1 Pilot Test	28
3.9	Data Analysis Method	28
3.10	Time Horizon	29
3.11	Scientific Canon	29
	3.11.1 Validity	29
	3.11.1.1 Internal validity	30
	3.11.1.2 External Validity	30-31
	3.11.1.3 Reliability	31
3.12	Summary	31

CHAPTER 4 DATA ANALYSIS

4.1	Introduction	32-33
4.2	Pilot Study	33-34
4.3	Descriptive Analysis	35
4.3.1	Demographic Background of the Respondent	35
4.3.1.1	Gender	36
4.3.1.2	Age	37
4.3.1.3	Course	38
4.3.1.4	The Kind of IT Products Used	39
4.3.1.5	The Element that was consider before buy IT Products	40
4.3.2	Mean Score of Group Indicator	41
4.3.2.1	Mean Score of Quality	42
4.3.2.2	Mean Score of Price	43-44
4.3.2.3	Mean Score of Friendly-User	44-45
4.3.2.4	Mean Score of Brand	45-46
4.3.2.5	Mean Score of Features	47-48
4.3.2.6	Consumer Perception among UTeM students	48-49
4.4	Result of Validity and Reliability Analysis	50
4.5	The level of satisfaction of UTeM students on buying IT products	51
4.6	Correlation	51
4.6.1	Pearson Correlation Analysis	52
4.6.2	Quality	53
4.6.3	Price	54
4.6.4	Friendly-user	55
4.6.5	Brand	56
4.6.6	Features	57

4.7	Multiple Regression Analysis	58-61
4.8	Hypothesis Testing	62
4.8.1	Hypothesis for Quality	63
4.8.2	Hypothesis for Price	63
4.8.3	Hypothesis for Friendly-user	64
4.8.4	Hypothesis for Brand	64
4.8.5	Hypothesis for Features	65
4.9	Summary	65-66
CHAPTER 5	DISCUSSION, RECOMMENDATION AND CONCLUSION	
5.1	Introduction	67
5.2	Scale Measurement	68
5.2.1	Validity	68
5.2.2	Reliability	68
5.3	Discussion of Research Objectives and Hypotheses Test	69-71
5.4	Limitation	72
5.5	Recommendation	73
5.6	Conclusion	74
REFERENCES		75-79
APPENDIXES		80-85

LIST OF TABLE

NO	TABLE	TITLE	PAGE
1	3.1	Krejcie & Morgan's table (1970)	27
2	4.1	Reliability Statistics for Pilot Test	34
3	4.2	Descriptive Statistics	41
4	4.3	Mean Score for Quality Variable	42
5	4.4	Mean Score for Price Variable	43
6	4.5	Mean Score for Friendly-User Variable	44
7	4.6	Mean Score for Brand Variable	45-46
8	4.7	Mean Score for Features Variable	47
9	4.8	Descriptive Statistics for Consumer Perception among UTeM Students Variable	48-49
10	4.9	Reliability Statistics	50
11	4.10	Descriptive statistic of level satisfaction on buying IT products	51
12	4.11	Pearson Correlation Coefficient	52
13	4.12	Correlations Result for Quality Factor	53

14	4.13	Correlations Result for Price Factor	54
15	4.14	Correlations Result for Friendly-User Factor	55
16	4.15	Correlations Result for Brand Factor	56
17	4.16	Correlations Result for Features Factor	57
18	4.17	Summary of Multiple Regression Analysis	58
19	4.18	ANOVA ^a	59
20	4.19	The Coefficients	60
21	4.20	t-value table	62

LIST OF FIGURE

NO	FIGURE	TITLE	PAGE
1	2.1	Theoretical Framework	19
2	4.1	Pie Chart of Gender	36
3	4.2	Age of the Student	37
4	4.3	The Course student FPTT in UTeM	38
5	4.4	The Kind of IT Products Used	39
6	4.5	Element that was considering before buy the IT Products	40

LIST OF ABBREVIATIONS AND SYMBOLS

FYP	= Final Year Project
H0	= Null (rejected)
H1	= H one (accepted)
SPSS	= Statistical Package for Social Science
%	= Per cent
<	= Greater-than
>	= Less-than
=	= Equals

LIST OF APPENDIX

NO	Appendix	Title	Pages
1	A	Questionnaire	80-84
2	B	Gantt Chart	85

CHAPTER 1

INTRODUCTION

1.1 Introduction

Consumers facing various decisions option when purchasing their product that related to the products itself, purchasing and intended usage. Normally, consumer makes their decision on buying product based on their perception about the product. Consumer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels platform. In particular, consumers form a number of different expectations; whether or not those expectations are met is crucial in determining their level of satisfaction or dissatisfaction. For example, consumers might expect a certain level of quality for a specific brand or expect the price of a given grade of product to be within a certain range (Creyer & Jr, 1997). It also refers to the process by which a customer selects, organizes, and interprets information inputs to create a meaningful picture of the brand or the product.

The concept of customer satisfaction occupies a central position in marketing through and practice. Satisfaction was the major outcome of marketing activities and serves to link process culminating in purchase and consumption with post purchase and brand loyalty. Different models of consumer perception will then be examined to show where inclusion of the perception of idea might enhance the understanding of behavior. As the item is used, the consumer compares the quality of performance to his expectations. If the product performs as well as, or better than, expected he will be satisfied. If, however, performance is below expectations, dissatisfaction is the result (Swan & Combs, 2015).

Rapidity of change in technology makes it necessary to study the consumer perception of students continuously because this student will have known as digitally generation. Technology is defined as art, skill, cunning of hand and the collection of techniques, skills, methods and processes used in the production of goods or services or in the accomplishment of objectives, such as scientific investigation. In this study, this particular study tries to relate the student's perception and intention with the technology products. This study is important in gaining a better understanding of how students use technology, which aspects of technology are important to them and to their studies, and which technologies they would like to see used more often.

1.2 Problem Statement

Today, the advancement of technology affects the student's preference on IT product. There are many factors that influencing student's perception to make decision on purchasing IT product. Nowadays, student's faces difficult to make decision on buying a product because there are many different brands or type of IT products in the market. In this study researches try to study what is the most factor influent UTeM student perception on buying IT product.

Furthermore, normally the barrier in purchasing of IT product is due to the after sale service or the ability to obtain spare parts. By offering different after-sales services during the various stages of the primary product lifecycle, the provider can ensure product functionality and thereby customer satisfaction(Maghsoudlou, Mehrani, & Azma, 2014). This may lead to a fruitful relationship between the provider and the customer over time, allowing for more transactions (Ahn & Sohn, 2009). After sale service is critical to any single business but not much company can achieve this goal.

1.3 Research Question

The main study question has been constructed as per below:

- 1) What are the levels of UTeM student's satisfactions on buying IT products?
- 2) What are the factors that influencing consumer perception on buying IT products among UTeM students?
- 3) What are the most influencing factors that influence UTeM student's perception towards on buying IT products?

1.4 Research Objective

Throughout the study the researcher aims to achieve the objectives as per below:

- 1) To determine the level of satisfaction of UTeM students on buying IT products
- 2) To identify the factors influencing on buying IT products among UTeM students
- 3) To investigate the most influencing factor that influences UTeM student's perception on buying IT products

1.5 Significant Of Study

From the previous details of the background in this chapter, the aim of the study, scope and limitation have been stated accordingly to give clear view in the next following chapter. By doing so, its aim to UTeM students makes their right decision on buying IT product based on their perception about the product. This research can be model for the future research if students or consumer to know what are the criteria needed to be observes before purchasing any product. In other words, each students or consumer has their difference observation on buying product. Besides that, the result of this study will provide a new insight to the local marketers towards the impact of UTeM student's perception on buying IT product.

1.6 Scope of Study

This study is mainly focused on the consumer which is UTeM students in Melaka area to investigate what are the factor that influencing perception on buying IT product. This study was conducted among the UTeM student and focus on FPTT student.

1.7 Summary

This chapter is structure as the introduction of whole research. It introduces the topic of the study including the background, the problem statements, the research questions and research objectives, scope of limitation of study as well importance of research. This research aims to identify what are the factor that influencing on buying IT product among UTeM students, to investigate the most factor influential UTeM student's perception towards on buying IT product and lastly to determine the level of satisfaction of UTeM students on buying IT product. The research's scope is done to focus on the research requirements and achieve the research objectives.

The results from this research, it is assuming that the marketers can improve and understanding the consumer or UTeM students on technology products. This research also can contribute to increase and improve the demand of UTeM students for technology products.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, researcher discussed relevant information that used as secondary data. It began by the introduction of consumer perception and intention on buying some product. In addition, the research will be focused on what are the factors that influence consumer perception on buying IT product based on previous researches. Furthermore, the theoretical framework of this study will be stated in this chapter.