

FACTORS AFFECTING BEHAVIORAL INTENTION TO BUY TABLET

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ABSTRACT

The objectives of the research are: (1) to explore the demographic factors such as gender, age, income, education and occupation which have effect on behavioral intention to buy tablet. (2) to define the factors that associate with consumer characteristics such as brand loyalty and consumer familiarity with technology, which effect on behavioral intention to buy tablet. (3) to study the subjective norms and perceived behavioral control ,which effect on behavioral intention to buy tablet by applying the Theory of Planned Behavior (TPB). (4) to study the perceived usefulness and perceived ease of use which effect on behavioral intention to buy tablet by applying the Theory of Technology Acceptance Model (TAM).

The questionnaires were designed and sent to respondents who lived in Bangkok and surrounding areas. The total sample size in this study is consisted of respondents who live in Bangkok and surrounding areas. The 400 qualified questionnaires are use for analysis.

The research used descriptive statistics to describe the different demographic factors of the respondent by frequency distribution such as percentage, mean and standard deviation and analyzed the data by ANOVA method-test-test and Regression analyzes to examine our findings.

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For demographic factors this study found most respondents were males, aged between 26-35 years old, have the education level of bachelor's degree, private company officer for occupation and 10,001-20,000 baht for income per month. The result of this research shows that demographic factor have effect on behavioral intention to buy tablet.

Moreover the other factors such as brand loyalty, familiarity with the technology, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness have a positive effects on behavioral intention to buy tablet.

KEYWORD: DEMOGRAPHIC, CONSUMER CHARACTERISTIC, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL CONTROL, PERCEIVED EASE OF USE, PERCEIVED USEFULNESS

INTRODUCTION

A tablet is a mobile computer, larger than a mobile phone or personal digital assistant, integrated into a flat which is touch screen and primarily operated by touching the screen rather than using a physical keyboard. The tablet and the associated special operating software is an example of pen computing technology, and thus the development of tablets has deep historical roots.

Throughout the 20th century many devices with these characteristics have been ideated and created whether as blueprints, prototypes, or commercial products. Microsoft attempted to define the Microsoft Tablet PC the tablet personal computer product concept (Markoff,1999), as a mobile computer for field work in business, though their devices failed to achieve widespread usage mainly due to price and

usability problems that made them unsuitable outside of their limited intended purpose (Bright and Peter, 2010).

The Tablet is typically used in the classroom as a presentation device that takes the place of the blackboard (Carr, 2011). With products such as Microsoft OneNote, PowerPoint, or Journal, an instructor has the ability to prepare lecture material in advance or write “on the fly” during class as one would write on a blackboard (Mack, 2011). The latter is particularly useful for material that requires interaction - e.g. illustrating how to solve equations or illustrate dynamic processes that may be difficult to prepare in advance through a medium such as PowerPoint. It is also easy to switch between other computer applications – e.g. a web browser, telnet, or an integrated developer environment. A number of universities have adopted pilot projects to study the efficacy of tablet. For example, Notre Dame and Seton Hall University have put tablet into the hands of faculty to examine their impact as a teaching tool (Clark, 2004).

LITERATURES REVIEW

Behavioral Buying Intention

Behavioral buying intention has been defined by Azjen, (2002) as human actions that are guided by three kinds of considerations; beliefs about the likely outcomes of the behavior and the evaluation of these outcomes (behavioral beliefs), beliefs about the normative expectations of others and motivation to comply with these expectations (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior and the perceived power of these factors (control beliefs). As a general rule, the more favorable the attitude and subjective norm, and the greater the perceived control, the stronger should be the persons’ intention to perform the behavior in question.

Demographic Factors

Demographics are one of the consumer's characteristic factors (Troy, 2001). Most of the past research on demographic factors has focused on examination of the impact of education, age, gender, occupation and income.

The hypothesis for this research should be:

H1: There is a difference between genders on behavioral intention to buy tablet.

H2: Age has negative effect on behavioral intention to buy tablet.

H3: Income has positive effect on behavioral intention to buy tablet.

H4: Education level has positive effect on behavioral intention to buy tablet.

H5: There is a difference between occupations on behavioral intention to buy tablet.

Consumer Characteristic Factors

The characteristic factors which influence consumer behavior are factors such as past experience, beliefs and expectations (Williams, 1992; Samli, 1995; Mowen and Minor, 1998). According to Suttle, (2009) consumer characteristics include product usage rates, brand loyalty, user status, and benefits that consumers seek.

This research with aiming to study consumer characteristics effect on behavioral intention to buy tablet focuses only on two factors which are brand loyalty and consumer familiarity with technology. The research set the hypotheses of consumer characteristic as follow:

H6: consumer characteristic has a positive effect on behavioral intention to buy tablet.

Subjective norms

Subjective norm reflects one's perceived social pressure to perform a certain behavior (Dickinger, 2008). If consumers believe that significant others think tablet are good, consumers will have more intention to buy these products (Davis, 2010). Subjective norm has a significant effect on behavioral intention to

buy the tablet (Luarn and Lin, 2008), and a strong relationship between subjective norm and intention has been shown in research on buying behavior of tablet. Therefore, hypothesis is proposed as follows:

H7: Consumers' subjective norms will have a positive effect on behavioral intention to buy tablet.

Perceived behavioral control

According to Ajzen (1991), perceived behavioral control is the extent to which a person feels able to engage in the behavior. It has two aspects: how much a person has control over behavior and how confident a person feels about being able to perform or not perform the behavior. It is determined by the individual's beliefs about the power of both situational and internal factors to facilitate the performing of the behavior. The more the control an individual feels about buying tablet, the more likely he or she will be to do so (Shankar et al, 2002). In this study, perceived behavioral control is the ability to buy tablet. Therefore, the hypothesis is:

H8: Consumers' perceived behavioral control will have a positive effect on behavioral intention to buy tablet.

Perceived ease of use (PEOU)

PEOU is the degree to which a person believes that using a tablet technology is free of effort (Saade and Bahli, 2005). Previous studies have explained the effect of PEOU on PU (Davis, 2001; Adams et al., 1992; Szajna, 1996). Also, TAM posits that PEOU has a direct positive effect on behavioral intention to use (Szajna, 1996; Gefen and Straub, 1997). Therefore, hypothesis is proposed as follows:

H9: PEOU will have a positive effect on behavioral intention to buy tablet.

Perceived usefulness (PU)

PU is the degree to which a person believes that using a particular system or technology product could enhance his or her performance (Saade and Bahli, 2005). Individuals who believed that using technology with tablet could lead to positive

outcomes also tended to have a more favorable perceive toward them (Clarke, 2001). Also, there is an empirical support for the relationship between PU and buying intention to use tablet, therefore, hypothesis is proposed as follows:

H10: PU will have a positive effect on behavioral intention to buy tablet.

Theory of Planned Behavior (TPB)

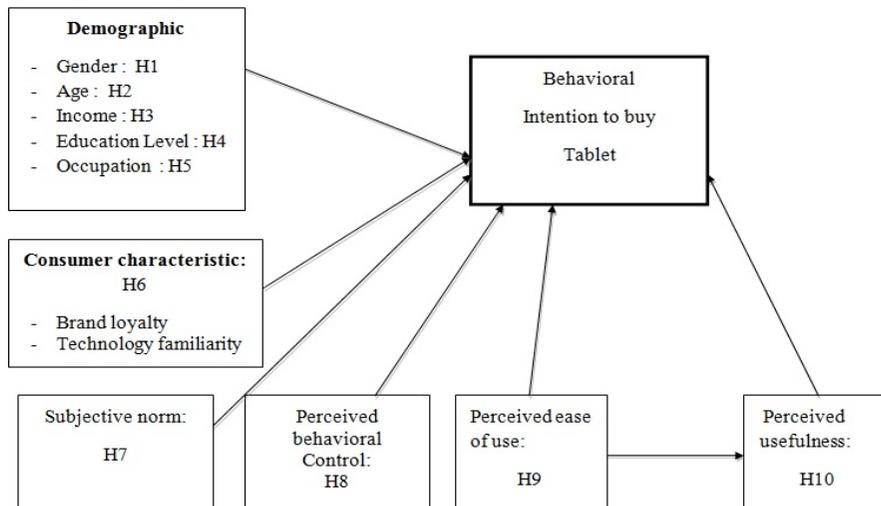
Theory of Planned Behavior (TPB) generalizes TRA by adding a third construct, perceived behavioral control (Ajzen, 1991). TPB asserts that the actual behavior is determined directly both by behavioral intention and perceived behavioral control.

TPB has been supported by empirical studies on consumption and social psychology-related studies (Ajzen, 1991; Taylor and Todd, 1997). A study of Thompson et al. (1994), using meta-analysis technique indicates that measures of attitude, subjective norm, and perceived behavioral control, explains 40-50 percent of the variance in intentions and that behavioral intentions explain between 19 and 38 percent of the variance in behavior.

Theory of Technology Acceptance Model (TAM)

The original TAM has empirically verified, replicated and extended by researchers (Maupin, Sena and Zhuang, 2000; Davis, 1999) for which almost all of them theorized that all other external variables, such as subject norm and system-specify characteristics are fully mediated by the two constructs: perceived usefulness and perceived ease of use. Later, Davis et al. (1989) verified the original TAM on the usage of word processing program by some MBA students. They found out that the original TAM could be more validate without the “Attitude” construct since it was found to be a weak mediator (Davis , Bagozzi, and Warshaw, P.R., 1992; Venkatesh, V and Davis, F.D., 2010).

Conceptual Framework



RESEARCH METHODOLOGY

For the purpose of understanding to the factors which affect behavioral intention to buy tablet. In this research we gathered data from consumers with residence in Bangkok Metropolitan area. Our surveyed questionnaires were designed especially for this research by adapted from researches suited for this topic. For our distribution of questionnaires, the primary data were collected 400 consumers who are live in Bangkok Metropolitan area, both male and female of different ages, education level, occupation and income. However, the age of sample group is 16 years old and over.

DATA ANALYSIS AND RESULTS

Table 1 illustrates the gender of the respondents of this research. It contains 204 male and 196 female which equals to 51.0% of all respondents for male and 49.0% for female, accordingly.

The majority of the respondents who are 26-35years-of-age for 113 respondents which equals to 28.3% and the last group which is the respondents who

are older than 65 years old that have 17 respondents which equals to 4.3% for this research. The majority group of the respondents has income of between 10,001-20,000 Baht/month for 139 persons or 34.8% and the last group has more than 40,000 baht /month 25 persons or 6.3%.

The majority group of the respondents graduated a bachelor degree for 171 persons or 42.8%. The occupation of our respondents which shows that private company is our group of majority with 122 respondents contained which equals to 30.5% .

The results of statistic analysis for demographic factors which have an effect on behavioral intention to buy tablet

From the analysis found that the highest mean is female (Mean = 4.0765, S.D. =.51255). Furthermore, the table indicates that the t value is -2.219, p value is .033 ($p < .05$) which means gender has effect on behavioral Intention to buy tablet at the .05 significant levels. The result of this hypothesis testing is show in table 1

Table 1 Analysis of gender has significant effect on behavioral Intention to buy tablet by using t-test

Variable	Male		Female		t	Sig.
	Mean	S.D.	Mean	S.D.		
AVGBI	3.9534	.5953	4.0765	.5126	-2.219*	0.033
Note *Significant level at .05						

For the analysis of occupation, the research use One-way ANOVA analysis test for this hypothesis. The results and the interpretation of analysis are shown in table 3

For the analysis of age, Income, and education, the researcher uses the regression analysis test for each hypothesis.

From analysis age, behavioral Intention (forecasting) = $3.760 + (-0.053)$ age, this equation indicated the age has a negative effect on behavioral intention to buy tablet, the result of table 4 also show that F value is 10.323; p value is. The t value of age is -2.441^* , p value is.015. From analysis of income, behavioral Intention (forecasting) = $3.760 + .012$ income, the result of table 3 also show that F value is 10.323; p value is.708. The t value of income is .375, p value is .708 which mean income does not effect on behavioral intention to buy tablet ($p > .05$). From analysis of education, behavioral Intention (forecasting) = $3.760 + .134$ education, this equation indicated the education level has a positive effect on behavioral intention to buy tablet, the result of table 4.5 also show that F value is 10.323; p value is.000 .The t value of age is .773, p value is.000, the education level has significantly positive effect on behavioral intention to buy tablet at .05 significant level ($p < .05$).

Table 2: Analysis of age, Income and education has significant effect on behavioral Intention to buy tablet by using enter method regression analysis

Variables	Behavioral intention to buy tablet.			
	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t	Sig.
(Constant)	3.760		40.837*	.000
Age	-.053	-.132	-2.441*	.015
Income	.012	.026	.375	.708
Education	.134	.238	.773*	.000
$R = .269, R^2 = .073, \text{Adjusted } R^2 = .066, F = 10.323.$				

Multiple Regression analysis, the consumer characteristic, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness which have an effect on behavioral intention to buy tablet.

From analysis found the consumer characteristic, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness which have a positive effect on behavioral intention to buy tablet. ($p < .05$), the result as table 3.

Table 3: Multiple Regression analysis, the consumer characteristic, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness which have an effect on behavioral intention to buy tablet.

Variables	Behavioral intention to buy tablet.			
	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t	Sig.
(Constant)	1.683		9.359*	.000
SU	.066	.098	2.171*	.031
PBC	.304	.341	.7.253*	.000
PEU	.459	.467	10.545*	.000
PU	.419	.455	7.0098*	.000
R = .580, $R^2 = .337$, Adjusted $R^2 = .330$, F = 50.517, Sig. = .000				

CONCLUSION AND DISCUSSION

Demographic

This study found that gender, age, occupation and education have an effect on behavioral buying intention. While other studies (Chagant, 2001), Lewellen, Lease and Schlarbaum, (2004) indicated that the behavioral intention to buy tablet and smart phone depends on gender, the women are more likely to intend to buy than men. Age affects people's attitudes and behavior buying intention (Beatty &

Smith, 2004, Klippel and Sweeny, 2002) they found age has a negative effect on behavioral intention on a new technologies product. Moreover, their studies (Beatty and Smith, 1999; Doti and Sharir, 2002; Engel, Kollat, and Blackwell, 2003) found the level of education is an important factor on behavioral buying intention ,they also conclude that people with higher education will be more intention to buy tablet than the less-educated people. Lu; Chen and Han, (2011) found the occupation of a person has significant impact on his behavioral buying intention. For example, a top manager of an organization and student will be more likely to intend to buy tablet than the worker and housekeeper, which is the same result from this study. Thus, we can confirm that gender age education level and occupation has the significant effect on behavioral intention to buy tablet.

Consumer characteristic, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness

The result from this study found the Consumer characteristic (such as brand loyalty and Familiarity with the technology have a positive effect on behavioral intention to buy tablet. There were many researchers who studied and found consistent result from with this study which were Sacharin,(2001) research on behavioral intention to buy a new technology product , Cooper and Donald, (2001) studied the brand loyalty affecting consumer buying intention of iPad and Erdogan and Baker, (2000) found the brand loyalty has a positive effect on buying behavior of a technology product.

The result from this study found subjective norm has a positive effect on behavioral intention to buy tablet and the result is going the same way as other previous studies from Ma'aruf et al, (2003); Ramayah and Suki,(2006).

The result from this study found the consumers' perceived behavioral control has a positive effect on behavioral intention to buy tablet. The results are

consistent with another previous research from Novak et al., (1998); Sa'nchez-Franco and Rolda'n, (2005).

According to the study found the perceived ease of use and perceived usefulness will have a positive effect on behavioral intention to buy tablet and the results also relate with another previous research (Davis, 2002; Bagozzi, 2003; Adams, 2000 and Swanberg, 2004).

IMPLICATION OF THE STUDY

This research propose the suggestion to business about created perceived value of product to customer such as perceived ease of use for the buyer to feel easy to use and perceive usefulness, The result of the research revealed the consumer characteristic (such as brand loyalty and Familiarity with the technology) the tablet company should create the brand loyalty to customer by advertising and developed the product to difference from competitor because the result from this study found the consumer characteristic have a positive effect on behavioral intention to buy tablet.

RECOMMENDATION FOR FUTURE RESEARCH

The future studies should cover more sampling such as sample from another province, or compare samples between two provinces in Thailand.

The future research should investigate to compare the customer buying intention between Thai and Foreign customers on tablet. The future research should investigate to another factor such as marketing mix of tablet products has an effect on buying intention. This research emphasizes on technological products, so the next research should extend the products to another category such as mobile phone, computer.

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