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The Affecting Factor Purchase Intention of Apple Watch; Case Study of Bangkokians

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Abstract: In the recently year, wearable devices have been increasingly popular. The objective of this research is to explore the factors influencing purchase intention of Apple Watch amongst the people living in Bangkok as a response to the rapid growth of wearable technologies around the world. A conceptual model is developed along with hypotheses based on the Technology Acceptance Model, along with independent variables such as Price, Design, Feature, Brand, Social value. The researcher developed an online questionnaire using Google Forms and distributed them on popular social media platforms to collect data. Out of 530 filled questionnaires, 500 were usable. These qualified respondents know what Apple Watch is, and are living in Bangkok.

The eight hypotheses were validated by using different techniques. Among the independent variables in the study, the researcher found the Attitude Towards Using Apple Watch to be the most influential factor, followed by Brand and Social value. However, the result also shows that Design and Feature did not affect Purchase Intention of Apple Watch, but instead affect the Attitude Towards Using Apple Watch which, in contrast, has the strongest relationship with Purchase Intention of Apple Watch. Nonetheless, the factors that had no direct effect on purchase intention are design and social value. The proposed model would offer knowledge and insights to Apple Watch distributors in Bangkok to design marketing strategies and advertise Apple Watch's prominent points in order to show the people that Apple Watch has what they are looking for in a smart watch.

Keywords*:* Apple Watch, Factors, Purchase intention, Bangkokan

1. Introduction

Over the past few years, smartwatches have become one of the most popular technology devices. Apple, who

Top 5 Wearable Companies by Shipment Volume, Market Share, and Year-Over-Year Growth, Q2 2018
(shipments in millions)

Company	2Q18 Shipments	2Q18 Share	2Q17 Shipments	2Q17 Share	Year-over-Year Growth
1. Apple	4.7	17.0%	3.4	13.0%	38.4%
2. Xiaomi	4.2	15.1%	3.5	13.3%	19.8%
3. Fitbit	2.7	9.5%	3.4	12.8%	-21.7%
4. Huawei	1.8	6.5%	0.8	3.1%	118.1%
5. Garmin	1.5	5.3%	1.4	5.4%	4.1%
Others	13.0	46.6%	13.8	52.4%	-6.2%
Total	**27.9**	**100.0%**	**26.4**	**100.0%**	**5.5%**

Source: IDC Worldwide Quarterly Wearables Tracker, September 4, 2018

three years ago did not yet have this business, saw 60 per cent revenue growth in its wearables business, Apple Watch in the June quarter (Mayo, 2018). That said, the total sales over the last four quarters exceeded $10bn. Moreover, according to Mass (2016), after the smartphone growth somehow has reached the maturity stage at around Bn1.4 units per year, wearable devices appear to be the growth area where every tech company put more effort on.

With respect to its multi-functional features, it somehow has disrupted the traditional analog watch industry. While according to the current facts, apple watch has conquered over 17% of smart watch market share around the globe. It sold over 4.7 apple watches in Q2 2018 alone (Mass, 2018). Basic features of smart watches are connecting with smartphones and receiving important information, such as calls, time,

Top Five Wearable Device Vendors, Unit Shipments, Market Share, and Year-Over-Year Growth, Q2 2016 (Units in Millions)

Vendor	2Q16 Unit Shipments	2Q16 Market Share	2Q15 Unit Shipments	2Q15 Market Share	2Q16/2Q15 Growth
1. Fitbit	5.7	25.4%	4.4	24.9%	28.7%
2. Xiaomi	3.1	14.0%	3.1	17.2%	2.5%
3. Apple	1.6	7.0%	3.6	20.3%	-56.7%
4. Garmin	1.6	6.9%	0.8	4.2%	106.7%
5. Lifesense	1.0	4.6%	0.0	0.0%	N/A
Others	9.5	42.1%	5.9	33.3%	59.3%
Total	**22.5**	**100.0%**	**17.8**	**100.0%**	**26.1%**

Source: IDC Worldwide Quarterly Wearable Device Tracker, September 6, 2016

texts, reminders, appointments etc.

2. Literature review

Apple Watch

Apple Watch is a wearable device first introduced by Apple in 2015. Being Apple Watch's first ever smart watch, Apple Watch is capable of running many types of every-day tasks such as fitness tracking, answering phone calls, sending and receiving text messages, being remote controls and many more, which make people's everyday-living more convenient. In addition, having a touchscreen and wireless technology namely Wi-Fi, GPS, Bluetooth, Apple Watch is capable of running mobile applications, such as calendars, navigation maps, music players and instant messaging etc. Apple Watch, equipped with its own operating system (OS), is one of the fastest growing wearable devices with 2018's last quarter new sales record with over 50% growth. Hence, it is interesting to many people to study the reasons of Apple Watch purchases (Clover, 2018). Many theories have been chosen by researchers to find out what are the most influencing factors of smart watch purchase intention, including Apple Watch. For instance, Chuah et al. (2016) adapted Technology Acceptance Model, which is widely adopted among researchers, to explore the factors and found that attitude toward using can strongly affect the purchase intention of smartwatch.

Attitude

One of the most influencing factor on purchase intention of technology is Attitude (Lin, 2007). According to Choi and Kim (2016), from this research, attitude toward using is referred as the degree of a person's perspective and valuation regarding the use of a smart watch. Having reviewed historical studies, the results have clearly shown a positive connection between attitude and purchase intention. This is in line with the study of Choi and Kim (2016) which revealed that attitude towards using technology is, to a large extent, influencing the intention to purchase a smartwatch.

Price

Price is the amount of money being received or given in exchange for another product (Commons, 1929). Several researchers, Lien, Wen, Huang and Wu (2015) mentioned that the product price is one of the major factor that consumers take into consideration before making a purchase. Moreover, price, being used as a marketing tool to deliver a message about the status of a product and brand perception, also has impact on consumers' purchase decision. In addition, a study by Chew et al. (2012) demonstrates a positive relationship between price and purchase intention of smartphone among young adults.

Design

Hardt(2016) defined Design as "A plan or drawing produced to show the look and function or workings of a building, garment, or other objects before it is built or made". A study by Hsiao & Chen (2018) stated that because smartwatches are trendy fashion accessories and that the design of smartwatch is one of the key factors of usage and purchase intention, watch companies have been continuously developing, upgrading the looks and user interface of their watch products so as to keep up in the competitive smartwatch markets.

Feature

Features are frequently used to define the functional and non-functional characteristics of a system as well as to differentiate the individual products within a product line. (Berger et al., 2015). According to Park et al. (2011), users' attitude towards using the wearable technologies especially smartwatches could easily be influenced by a device's feature and specifications. Consequently, similar to product designs, this encourages designers of smartwatches to improve the product efficiency by installing a more advanced features and hardware infrastructure, which they hope to lure more buyers as performance of the watch improves. Moreover, a study by Chuah et al. (2016) also proves that perceived-product-feature strongly impacts an individual's attitude towards using wearable smartwatches.

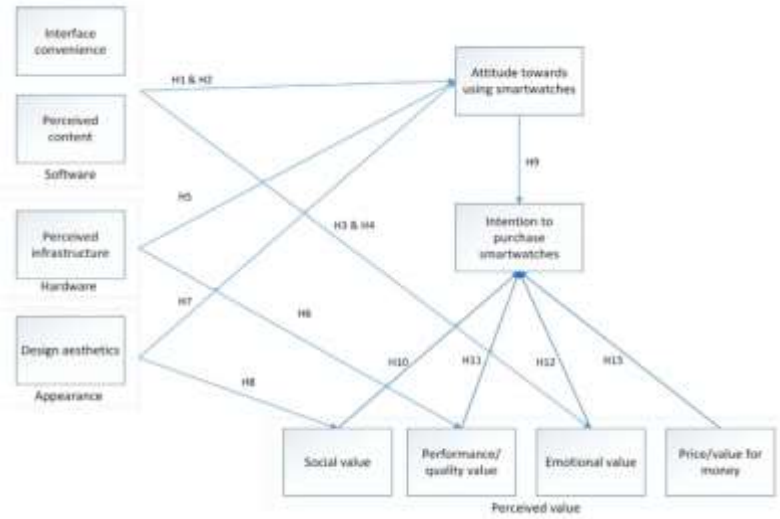
Brand

According to Wang & Yang (2010), brand plays a rather important role as it enablesconsumers to identify products/services of a company and can differentiate them from those of competitors. It is useful especially in the markets where consumers are facing an increasingly varied range of products, especially in the smartwatch market. This corresponds with Kelly's definition of brand, which is "brand can take on significant meaning that affects how consumers think, feel and act" (Keller, 2014). Hence, it can be drawn that consumers consider brand of the product when they are to make a decision of purchase.

Perceived Social value

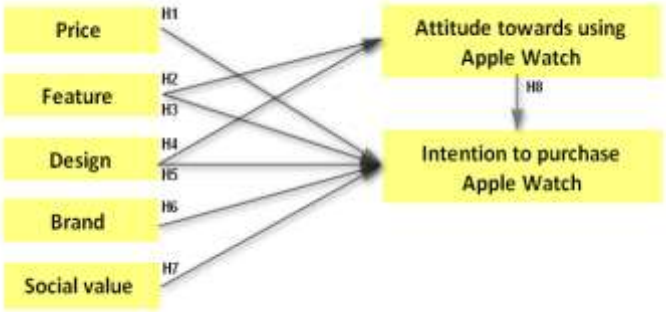
A study by Edwin (2015) shows that perceived social value positively affects customers' purchase intention and that whenever a product is offer a sense of place or identity, social inclusion etc., people's willingness to purchase increase. Moreover, Jeong et al. (2017) also conducted a study about social value and the results indicated that social image (social value) of the product will have a positive impact on purchase intention. Hence it would be interesting to learn if perceived social value would have a similar impact on Apple Watch purchase intention.

Smartwatch Purchase



Intention Frame work by Chen and Hsiao (2018)

Conceptual Framework



Having studied the framework developed by Chen and Hsiao (2018), which is related to this research, five independent variables, namely Price, Design, Features, Brand and Social value are chosen for this conceptual framework. As Apple Watches have the smaller screen compared to those of smartphones, the watches' interface, designs and features have been differently designed. Hence, features and user interface are likely to play more important roles. Moreover, in today's materialistic world, people wear watches as an ornament, so a smartwatch with attractive designs and is of a well-known brand will likely draw more consumer attention (Yang et al., 2016). With no surprise, design and perceived social value will be taken into consideration. Perceived social value has been commonly used in the conceptual frameworks to describe buying behavior of users (Hsiao, 2013). People often consider the expense of purchasing and usage as they evaluate the value of a product or service. According to Sweeney and Soutar(2001), perceived value is divided into four types; emotional value, social value, performance/quality value, and price/value for money However, this model focuses on perceived social value only. This model aims to examine the influence of each variable on the intention to purchase Apple Watch. Eight hypotheses are proposed in details as shown below.

Research Hypothesis

H1 :Price will positively affect consumers' intention to purchase Apple Watch.
H2 : Feature will positively affect consumers' attitude towards using Apple Watch.
H3 :Feature will positively affect consumers' intention to purchase Apple Watch.
H4 :Design will positively affect consumers' attitude towards using Apple Watch.

H5 :Design will positively affect consumers' intention to purchase Apple Watch.
H6 :Brand will positively affect consumers' intention to purchase Apple Watch.
H7: Social value will positively affect consumers' intention to purchase Apple Watch.
H8: Users' attitude toward using smartwatcheswill positively affect their intention to purchase

3. Research Methodology

This research was carried out by conducting a quantitative analysis for the Purchase Intention of Apple Watch for people living in Bangkok through a survey method. A sample size of 30 respondents were used for pilot test and 500 for actual study. The survey was conducted in form of online questionnaire (Google Forms) to collect necessary data. Sampling method for data collection used are the convenience and snowball sampling techniques. The survey was mainly distributed on social media platforms such as Line, Facebook and Instagram.

Measurement of variables

A five-point Likert scale ranking from strongly disagree (1) to strongly agree (5) was applied to test all the hypotheses in this study.

Population and sample

This study targets people who live in Bangkok and know or have heard of Apple Watch. once. The researcher selected this target group because Bangkok is the most populated city in Thailand, with roughly 9.6 million people. In addition, this city also boasts the highest average income in Thailand. The total number of survey respondents was 530 from various demographic profiles. According to Krejcie& Morgan (1970), a minimum of 384 respondents are required to represent 67 million people of Thai population size, at 95% confidence level. Having validated the samples using the screening question, the study can be continued as the result shows 500 respondents were qualified.

Reliability Test

In this research, before distributing the online survey, pilot test size of 30 population was conducted. Cronbach's alpha theory was also used to test the reliability of the questions from each variable. In Cronbach's alpha table, if the alpha is higher than 0.7, it is acceptable and can be used. But if the alpha is less than 0.7, the question may need adjustments in order to be more clear/reliable because the score indicates low reliability (Cronbach, 1951). In the case when the alpha is less than 0.7 and the question remains to be used in the survey, the result may be unreliable or inaccurate. After running Cronbach's Alpha, the alpha of all variables are higher than 0.7 and there is one variable, Feature, that have alpha higher than 0.9. The result implies that the questions used in the survey are clear and reliable.

Table 1

Variable	No. of items	Cronbach's Alpha
Price	2	0.872
Design	5	0.894
Feature	6	0.949
Brand	7	0.892
Social value	4	0.868
Attitude	3	0.730
Purchase Intention	3	0.769

Demographic Profile Summary

This part describes demographic of the samples from the data collected from 500 respondents who live in Bangkok and know the knowledge of Apple Watch. The demographic profile is outlined and shown in Table 3. Female accounts for 55% of the total sample size which is the majority of respondents, whereas male is slightly lower, 45% of the population. Participants who completed the survey are between 18-25 years old (32%), 26-49 years old (58%), 50-64 years old (9%) and 65 years old or older (1%). As the survey was distributed among non-Thais as well, there are 12% foreign respondents who are living and working in Bangkok, while the rest are Thai nationals. They are all living in Bangkok. Majority of respondents holds Bachelor's Degree (70%) followed by Master Degree (26%), High school or equivalent (3%), and the rest are Certificate, Phd, other accounting for a smaller proportion.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Over 70% of respondents are corporate employees (70%), followed by business owners (7%), freelancer, management executives, government officer and other (5% each) and the rest from college students. The majority monthly income ranges of the respondents are 35,000-54,999 THB (35%), followed by 15,000-34,999 THB (34%) and 16% for 95,000 and above THB. The rest are 8%, 4% and 3% for ranges of 75,000-94,999 THB, 55,000-74,999 THB and less than 15,000 THB, respectively.

Table 2

Demographic	Characteristics (N = 500)	Frequency	%
Gender	Male	225	45%
	Female	275	55%
Age	18-25 years	160	32%
	26-49 years	291	58%
	50-64 years	45	9%
	65 and older	4	1%
Nationality	Thai	439	88%
	Non-Thai	61	12%
Education level	High school or equivalent	14	3%
	Certificate or training program	2	0%
	Bachelors	350	70%
	Masters	131	26%

	Phd	2	0%
	Other	1	0%
Occupation	Office workers/corporate employees	348	70%
	Management and Executive levels	26	5%
	Business owners	37	7%
	Government officer	25	5%
	Freelancer	26	5%
	Student	13	3%
	Other	25	5%
Income	Less than ฿15,000	14	3%
	฿15,000-฿34,999	168	34%
	฿35,000-฿54,999	177	35%
	฿55,000-฿74,999	21	4%
	฿75,000-฿94,999	38	8%
	฿95,000 and above	82	16%

Descriptive Analysis - Pearson's Correlation

Table 3: Correlation Matrix (H1, H3, H5, H6, H7)

Variable	Mean	SD	Purchase_Intention
Price	3.239	0.85372	.521**
Design	3.9076	0.61513	.402**
Feature	3.8643	0.6523	.446**
Brand	4.2131	0.6442	.617**
Social	3.6085	0.85561	.594**

Note: ** means correlation is significant at the 0.01 level (2-tailed).

From the Pearson's Correlation Matrix for H1, H3, H5, H6, H7 shown in the above table, all variables have positive correlations among each other with P-value less than 0.05. According to the strength of correlations defined by the Political Science Department at Quinnipiac University (2018), the overall relationship between independent variables and dependent variable is a strong positive relationship in the range 0.402-0.617. The variable having the strongest relationship with Purchase Intention is Brand, at 0.617 correlation.

Table 4: Correlation Matrix (H2, H4)

Variable	Mean	SD	Attitude
Design	3.9076	0.61513	.473**
Feature	3.8643	0.6523	.500**

Note: ** means correlation is significant at the 0.01 level (2-tailed).

According to the Correlation Matrix for H2 and H4 shown in Table 5, the variables have P-values of less than 0.05. The table also indicates a positive strong relationship of both variables and Attitude towards using Apple Watch.

Table 5: Correlation Matrix (H8)

Variable	Mean	SD	Purchase Intention
Attitude	4.0193	0.68109	.582**

Note: ** means correlation is significant at the 0.01 level (2-tailed).

Similar to other variables, Attitude also shows a positive relationship with Purchase Intention. As the correlation is over 0.5, this relationship is considered a strong relationship.

Table 6: Multiple Linear Regression Result (**H1, H3, H5, H6, H7**), Dependent Variable: Purchase Intention

Hypothesis	Standardized Coefficient (β)	VIF	Result
H1	0.267*	1.479	Supported
H3	0.001	2.148	Not Supported
H5	0.034	2.517	Not Supported
H6	0.324*	1.987	Supported
H7	0.31*	1.515	Supported
R Square	0.539		
Adjusted R Square	0.534		

Note: * represents standardized coefficient (β) with P-value ≤ 0.05.

As presented in Table 6, the outcome shows that R Square is at 0.539 which implies that 53.9% of all five independent variables in this group, namely Price, Design, Feature, Brand and Social value could effectively describe the dependent variable, Purchase Intention of Apple Watch, at 0.05 significant level or 95% of confident level. The following independent variables, Price, Brand and Social Value all below 0.05, which means that hypotheses H1, H6 and H7 are supported whereas other two hypotheses, namely H3 and H5 whose P-values are over 0.05, are not supported. Hence, Price, Brand and Social Value have statistically significant positive influences on Purchase Intention of Apple Watch at the Standardized Coefficients (Beta) 0.267, 0.324 and 0.31 respectively. Social Value has the most statistically significant positive influence on BI with Standardized Coefficient 0.324. We also used the variance inflation factors (VIFs) to prove the multicollinearity problem. All VIFs are less than 5.00, which means that there are no critical issues within this study.

Table 7: Multiple Linear Regression Result (**H2, H4**), Dependent Variable: Attitude

Hypothesis	Standardized Coefficient (β)	VIF	Result
H2	0.237*	2.047	Supported
H4	0.331*	2.047	Supported
R Square	0.277		
Adjusted R Square	0.275		

Note: * represents standardized coefficient (β) with P-value ≤ 0.05.

The result exhibited in the Table 7 shows R Square value at 0.277 which indicates that 27.7% of both independent variables in this group, namely Design and Feature could explain the dependent variable, Attitude towards using Apple Watch, at 0.05 significant level. The P-values of all independent variables are less than 0.05 which guarantees that H2 and H4 hypotheses are both supported. This result also implies that Design and Feature have statistically significant influences on Attitude towards using Apple Watch. From these two variables, Feature has the highest positive influence on Attitude towards using Apple Watch with Standardized Coefficient of 0.331, followed by Design at 0.237. Similar to the previous group, all VIFs are lower than 5.00 which means there are no issues or multicollinearity problem with this study.

Table 8: Multiple Linear Regression Result (**H8**), Dependent Variable: Purchase Intention

Hypothesis	**Standardized Coefficient (β)**	**VIF**	**Result**
H8	0.582*	1	Supported
R Square	0.339		
Adjusted R Square	0.338		

Note: * represents standardized coefficient (β) with P-value ≤ 0.05.

As displayed in the Table 8, the value of R Square is at 0.339, meaning that 33.9% of the independent variable, Attitude Towards Using Apple Watch, could explain the dependent variable, Purchase Intention of Apple Watch, at 0.05 significant level. The P-values of the independent variable is below 0.05 which confirms that the hypothesis H8 is supported. Moreover, this indicates that Attitude Towards Using Apple Watch has statistically significant influences on Purchase Intention of Apple Watch. The Standardized Coefficients presented in the Table 8 shows that Attitude Towards Using Apple Watch (0.582) has a positive influence on Purchase Intention of Apple Watch. The VIFs result of below 5.00 confirms no issues exist in this study.

4. Discussion and Conclusion

From several analysis, it comes to a conclusion that six of our hypotheses are supported by our findings, while two hypotheses aren't. Among the variables studied in this research, the Attitude Towards Using Apple Watch is the most influential factor on Purchase Intention of Apple Watch. This result is indeed in line with the study by K.-L. Hsiao, C.-C.Chen, The variable having the strongest effect on smartwatch adoption is attitude towards using smartwatches. Among the factors of the attitude, Feature was found to have the strongest effect on the attitude. Several past studies have proven that feature of an electronic device could well explain the purchase intention. According to Park et al. (2011), users' feelings about the wearable technology especially smartwatches can be influenced by a device's feature, design and specifications. In addition, Chuah et al. (2016) also discovered that perceived-product-feature has a strong, significant effect on attitude towards using smartwatches. It comes as no surprise that manufacturers has continuously been trying to improve the

performance of the smartwatch by providing more advanced features and hardware specification to upgrade the product efficiency.

Besides Feature, Design of Apple Watch is consumers' second concern when making a purchase decision of Apple Watch. This in fact matches with a past research by Hsiao & Chen (2018) who mentioned that manufacturers of electronic devices have been continuously working to enhance the design, hardware, software, and user interface of their products in order to satisfy users' needs because the design of smartwatch one of the major factors of usage and purchase intention - considering smartwatches are famous fashion accessories. At the same time, Brand and Social value also come into play in purchase intention. From a research by Wang & Yang (2010), brand plays a rather important role as it enables consumers to identify products/services of a company and can differentiate them from those of competitors. It is especially useful in the markets where consumers are facing an increasingly varied range of products, especially in the smartwatch market. Moreover, a past research by Edwin (2015) also indicated that perceived social value positively affects customers' purchase intention and that whenever a product is offer a sense of place or identity, social inclusion etc., people's willingness to purchase increase.

5. Recommendations and Further study

From the result of this study, Apple Watch marketers in Thailand may consider paying more attention to the attributes of the Apple Watch, design and features that can really attract buyers. For example, repeatedly highlighting on popular online social media channels Apple Watch's cutting edge design and its wristband that can be removed or changed, as well as communicating the unique features, functionalities and stability of Apple Watch would actively keep people aware of what Apple Watch has to offer and gradually persuade them to make the purchase. In addition, marketers may try to tackle the market of corporate employees by having collaborations with large corporates in Bangkok to offer employee discounts for Apple Watch purchase. This campaign would easily bring in more volumes as word of mouth spreads very quickly among friends and colleagues. For further research, as this study primarily focused on the people living in the capital city of Thailand, Bangkok, therefore it can't entirely represent the population living in other cities. This study could assuredly be made stronger, by expanding the scope to other parts of the country, especially large and densely-populated areas such as Pattaya, Chiang Mai, Phuket and Hatyaietc.

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