

# **Study of the consumers on the ease of use of cell-phone and repurchase**

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## **Abstract**

The explosive growth of the Internet that has a significantly impact on people's lives. It shows that the extent to which people use and use the Internet has become popular. Mobile phones have become the main technology tools necessary for life. Many brands of mobile phones emphasize the ease of getting started quickly, and the functionality is complete.

This study use the ANOVA analysis software tool to process the respondents for questionnaires' responders. That results present that consumes' level of iPhone for the new cellphone series is the high monthly income and loyalty.

**keyword:** iPhone

## **Introduction**

The emergence of iPhone has robbed the market of high-end mobile phones. It has also successfully become the pioneer of mobile phones in the Internet.

iPhone attracts consumers to buy, in addition to strongly brand awareness, more importantly, his mobile phone is easy to use and had a powerful features. It is loyal consumers to purchase of the new iPhone series every year. And, in the case that the market share of iPhone continues to rise, the aims of this study is to analysis and discuss the level of it easy to use iPhone for, and to purchase new series in the future.

## Relevant Literature

Perceptual behavior control is a concept that explores behavior and extends from rational control to irrational control. Ajzen (1991) defines the perceptual behavioral control as the difficulty of an individual's perception of a particular behavior.

Perceptual behavior control is widely explored in the study of the use of new technology. In the study of spreadsheet software by Mathieson (1991), confirmed that perceptual behavior control affects the user's intention to use software.

Taylor and Todd (1995) study used the behavioral control in the study of the use of the computer center and the purchase behavior of the VCR, and all confirmed that the behavioral control of the behavior will positively influence the behavioral intention.

Behavioral intention refers to the subjective probability of an individual engaging in an act (Fishbein and Ajzen, 1975), a subjective determination of an individual's particular behavior. That is, when an individual's intention to act on a certain behavior is stronger, the probability of engaging in the behavior is higher.

## Analysis Result

The questionnaires were received, the analysis step was followed. According to the gender, the male group had high scores than female with the iPhone easy to use and efficient. While, the male group had a percept of significant difference with the female group in the iPhone use and re-purchase that according to the results of the t-test analysis.

Table 1 The gender analysis

| Items   | Male | Female | t-value | P-value |
|---|------|--------|---------|---------|
| I think it is very easy to use an iPhone.   | 4.21 | 3.82   | 4.498** | 0.000   |
| I can easily understand the features of my iPhone.                                | 4.19 | 3.65   | 6.101** | 0.000   |
| The interface of iPhone is quite simple and easy to use for me.                   | 4.25 | 3.81   | 5.140** | 0.000   |
| I think using iPhone can make my life more efficient.                             | 4.11 | 3.72   | 4.362** | 0.000   |
| In the future, I want to buy a cell-phone, I will purchase the iPhone new series. | 4.25 | 3.73   | 5.444** | 0.000   |
| iPhone is my first choice to buy a cell-phone.                                    | 4.19 | 3.62   | 5.619** | 0.000   |

\*\* , p<0.001

Respondents were divided into three groups which according to their ages, as shown in Table 2, there are five groups:  $\leq 15$  years group, 16-25 years group, 26-35 years group, 36-45 years group, and  $\geq 46$  years group, respectively.

From the average scores, the youngest group which  $\leq 15$  years group and the  $\geq 46$  years group is perceived the most of easily to use the iPhone. And the age group  $\geq 46$  years group they perceived the item that in the future, I want to buy a cell-phone, I will buy the iPhone new series.

ANOVA analysis results shown Table 2 the oldest of age group the intention is high that will be rebuy the iPhone new series.

Table 2 The age groups analysis

| Items   | $\leq 15$ | 16-25 | 26-35 | 36-45 | $\geq 46$ | F-value | P-value |
|---|-----------|-------|-------|-------|-----------|---------|---------|
| I think it is very easy to use an iPhone.   | 4.35      | 3.96  | 4.07  | 3.79  | 4.53      | 2.620*  | 0.034   |
| I can easily understand the features of my iPhone.                                | 4.35      | 3.84  | 4.19  | 3.58  | 4.32      | 4.208*  | 0.002   |
| The interface of iPhone is quite simple and easy to use for me.                   | 4.39      | 3.98  | 4.28  | 3.61  | 4.26      | 3.952*  | 0.004   |
| I think using iPhone can make my life more efficient.                             | 4.27      | 3.88  | 4.04  | 3.42  | 4.26      | 3.862*  | 0.004   |
| In the future, I want to buy a cell-phone, I will purchase the iPhone new series. | 4.08      | 3.94  | 4.20  | 3.55  | 4.58      | 3.471*  | 0.008   |
| iPhone is my first choice to buy a cell-phone.                                    | 4.15      | 3.84  | 4.15  | 3.45  | 4.58      | 4.030*  | 0.003   |

\*,  $p < 0.01$

In the monthly income, the respondents were divided into three groups. There are  $< 3000$ , 3000-6000, and  $> 6000$  groups.

Analysis results shown in the Table 3, the  $< 60000$  group had a higher perceived the iPhone features, easy to use, and efficient than other groups.

Meanwhile, the ANOVA test results shown these three groups had a significant difference perceived within the groups.

Table 3 The monthly income groups analysis

| Items   | <30000 | 30000-60000 | >60000 | F-value  | P-value |
|---|--------|-------------|--------|----------|---------|
| I think it is very easy to use an iPhone.   | 3.88   | 4.18        | 4.70   | 17.254** | 0.000   |
| I can easily understand the features of my iPhone.                                | 3.77   | 4.19        | 4.59   | 18.730** | 0.000   |
| The interface of iPhone is quite simple and easy to use for me.                   | 3.91   | 4.25        | 4.56   | 12.782** | 0.000   |
| I think using iPhone can make my life more efficient.                             | 3.80   | 3.91        | 4.61   | 15.764** | 0.000   |
| In the future, I want to buy a cell-phone, I will purchase the iPhone new series. | 3.83   | 4.24        | 4.69   | 16.662** | 0.000   |
| iPhone is my first choice to buy a cell-phone.                                    | 3.74   | 4.18        | 4.65   | 16.480** | 0.000   |

\*\* , p<0.001

Purchase of iPhone new series for the consumers, according to the number of times iPhone has been purchased, the mean analysis results present that the customers who have purchased the iPhone more times have more percepts of the use of the iPhone and the functionality of the phone (Table 4).

Table 4 The re-purchase iPhone analysis

| Items   | once | 2    | 3    | 4    | 5    | 6    | F-value  | P-value |
|---|------|------|------|------|------|------|----------|---------|
| I think it is very easy to use an iPhone.   | 3.71 | 4.18 | 4.14 | 4.24 | 4.00 | 4.88 | 14.995** | 0.000   |
| I can easily understand the features of my iPhone.                                | 3.57 | 4.01 | 4.25 | 4.06 | 4.00 | 4.83 | 17.232** | 0.000   |
| The interface of iPhone is quite simple and easy to use for me.                   | 3.75 | 4.07 | 4.24 | 4.29 | 4.00 | 4.85 | 13.259** | 0.000   |
| I think using iPhone can make my life more efficient.                             | 3.59 | 4.06 | 4.06 | 4.12 | 4.00 | 4.81 | 16.092** | 0.000   |
| In the future, I want to buy a cell-phone, I will purchase the iPhone new series. | 3.64 | 4.12 | 4.30 | 4.35 | 4.00 | 4.79 | 13.299** | 0.000   |
| iPhone is my first choice to buy a cell-phone.                                    | 3.47 | 4.12 | 4.37 | 4.18 | 3.90 | 4.83 | 18.185** | 0.000   |

\*\* , p<0.001

The results of ANOVA analysis, Table 4 shown the respondents based on their number of the iPhone, the different groups percept had a significant difference.

### Conclusion

This study examines the different socioeconomic groups who percept the iPhone features and re-purchase intention.

The results shown the older groups, the monthly income had higher group, and had been purchased more times the iPhone group, they had a significant and difference for percept the iPhones' features and willingness re-purchase the new iPhone series.

That results also implication that consumes' level of iPhone for the new cellphone series is the high monthly income and loyalty iPhone users. The loyal iPhone users are not easy to change their purchase loyalty. However, the iPhone had must made a strategy that to create the potential customers and attract others brand customers to change their use intention to buy the iPhone.

## References

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