

Exploring the Relationship between Customer Value and Purchase Intention among the Consumers of Laptop Computers

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ABSTRACT

The objectives of this research are to describe the purchase characteristics of consumers on new laptop computers, to confirm the components of customer value and to validate the relationship between customer value and purchase intention of new laptop computer. A descriptive research was conducted to address the research objective.

The research was undertaken among the UCSI University students who are laptop computer users. The adopted sampling method was questionnaire. There were 150 valid questionnaires were analyzed by using SPSS analysis software and PLS software. There are two hypotheses developed for this research and all hypotheses were tested using exploratory measurement model and confirmatory measurement model. The results of the study indicated that there has positive impact between the customer value drivers and customer value; and there also has significant influence between customer value and purchase intention.

The research problems and research questions were fully addressed and justified based on the statistical analysis and support by literature review. The contribution to this research such as managerial and theory were also presented. Limitations and recommendations were highlighted at the end of the chapters.