ABSTRACT

Smartphone sales are dominated with the role of mobile Operating System (OS) that extract hardware performance and give special experiences to the users. There are several dominant players of mobile OS which are iOS, Blackberry, Symbian, Windows Mobile, and Android. In Q3 2010, Android worldwide sales have jumped up to 25.5% of market share from the Q3 2009 which is only 3.5% and made Android become number 2 operating system in smartphone sales.

Smartphone technology will become more sophisticated as the time passing by. It will always be developed to meet customer needs and wants. Customer will tend to look for better smartphone in the future and not buying back the same type of smartphone.

As several big players of smartphone manufacturer put Android as their OS, value delivered to differentiate smartphone by brand is reduced. Many people who want to buy Android smartphone are confused in choosing the brand because it is difficult to distinguish the product when the design is set aside and the hardware specifications are not significantly different. Added value is needed to keep competitive advantage.

Objective of this research is to know factors that influence intention to buy before consumer decides to buy Android smartphone. Factors that are included in this research are perception of performance, perceived risk, brand personality, lifestyle, and virtual brand community.

Conclusion of this research is perception of performance, brand personality, and virtual brand community are positively influence intention to buy while perceived risk is negatively influence intention to buy. Lifestyle does not significantly influence intention to buy.

Key words: perception of performance, perceived risk, brand personality, lifestyle, virtual brand community, intention to buy, smartphone