

CONSUMER PURCHASE BEHAVIOUR TOWARDS SELECTION OF SMARTPHONES AROUND SEPANGGAR, SABAH

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ABSTRACT

This paper will discuss the consumer purchase behaviour of smartphone. The objective of this study is to identify the factor that will influence consumer purchase behaviour of smartphones and to identify the relationship between factors that influence consumer purchase behaviour of smartphone. Focus of respondent in this study is smartphone consumer around Kota Kinabalu, Sabah. The sample size of this study is from 150 to 200 respondents which is covering Kota Kinabalu district. Instrument that being use in this study is questionnaire which will help in collecting data and to answer all research questions. The questionnaire in this study is adapted and modified from the literature. The findings in this study indicate that there is a significant positive relationship between these factors that is study.

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