



**THE RELATIONSHIP OF SOCIAL INFLUENCE, SOCIAL NEEDS AND
CONVENIENCE AND SMARTPHONE DEPENDENCY**

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TABLES OF CONTENT

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v - vi
LIST OF FIGURES	vii
LIST OF TABLES	viii
ABSTRACT	xi
CHAPTER 1	Page
INTRODUCTION	
1.1 Background of Study	1 - 3
1.2 Problem Statement	4
1.3 Research Questions	5
1.4 Research Objectives	5
1.5 Scope of Study	6
1.6 Significant of Study	7
CHAPTER 2	
LITERATURE REVIEW	
2.1 Smartphone Dependency	8
2.2 Convenience	8 - 11
2.3 Social Needs	11 - 12
2.4 Social Influence	12 - 13
2.5 Proposed Research Framework	14
2.6 Proposed Research Hypothesis	15

CHAPTER 3

METHODOLOGY

3.1 Introduction	16
3.2 Sources of Data	16
3.3 Research Design	17
3.4 Research Instrument	18 - 19
3.5 Sampling	19 - 20
3.6 Sampling Technique	20

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Frequency Distribution: Respondents Profile	21 - 26
4.2 Cross Tabulation	27 - 28
4.3 Scale Measurement	29 - 30
4.4 Descriptive Statistics: Univariate Data Analysis	31
4.5 Hypothesis Testing	32 - 36

CHAPTER 5

5.1 Conclusion	37
5.2 Recommendation	38

REFERENCES	39 - 41
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APPENDIX	42 - 48
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ABSTRACT

Smartphones is a device that can do a task like a laptop or desktop but in a smaller scale of device. Smartphones nowadays not only can making or received call but instead include the various useful of features that can make people life easier. You can send email without sit in front of the computer, you can take a good picture without using a digital camera and you can even watch a movie without going to cinema. This study aims to understands the relationship between social influence, social needs and convenience and smartphone dependency. Data analysis were based on 208 valid questionnaire that were collected among consumer in Kota Kinabalu, Sabah. The result from Multiple Regression Analysis shows that, social needs and convenience significantly influence the smartphone dependency among consumer in Kota Kinabalu, Sabah. Therefore, indicating that these two factors are important to influence dependency on the smartphone. Based on the results, marketers could focus on creating dependency among consumers on smartphone usage based on the consumers's social needs and convenience, which eventually will promote consumer to buy and use smartphone.