



**FACTORS AFFECTING PURCHASE DECISION OF SMARTPHONE AMONG  
UNIVERSITY STUDENTS**

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## **DECLARATION OF ORIGINAL WORK**



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“DECLARATION OF ORIGINAL WORK”**

I, Nur Syahirah Adilah Binti Mohd Hata,

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature

Date: 23/7/2020

*Syahirah*

Nur Syahirah Adilah Binti Mohd Hata

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## ABSTRACT

Smartphone industry is growing exponentially and is an evolving market in Malaysia. Impetus for the study came from the fact that not many empirical studies have been conducted with regard to purchase decision of smartphone among university students context. The main objective of this paper is to investigate factors affecting purchase decision of smartphone among university students. The study focuses on the university students' purchase decision towards smartphone and which factor has the more influencing role for purchase decision. This study was conducted keeping in mind the different factors that could affect purchase decision of smartphone. Some of the insights garnered about factors that influence purchase decision of smartphone are brand concern, price, dependency, and social influence. Representative respondents' size of 180 university students located in Kuala Lumpur, Selangor and Melaka states. Questionnaire on a 5-point Likert scale was administered. The data so gathered was analysed with SPSS tool to get the result and interpretations.

**Keywords:** Smartphone, University students, Brand, Price, Dependency, Social Influence, Purchase decision.

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