



**CUSTOMER BUYING BEHAVIOR TOWARDS MADE IN CHINA  
MOBILE PHONE**

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## DECLARATION OF ORIGINAL WORK



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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.

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## ABSTRACT



### BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

#### CUSTOMER BUYING BEHAVIOR TOWARDS MADE IN CHINA MOBILE PHONE

The mobile phone was initially used as a common communication mode. However, it is now increasingly used for purchasing small items of convenience in our daily lives. According to Mechel Glass Pirates and counterfeiters are able to steal billions of dollars from businesses each year due to the high brand awareness of a product by enticing complicit consumers to support their illegal activity. Understanding and reducing consumer complicity in the acquisition of counterfeit products is a pressing social, economic, and political issue that affects the success of many business strategies. As that, Although the exact magnitude of losses experienced by companies and society due to counterfeiters is difficult to quantify. Thus, this study to know the factor that influence customer buying behavior toward made in china mobile phone.

In chapter two will evaluate and clarify the studies reviewed. According to Avery (1986) demographic variables such as income, education, wealth, and age have a positive and significant correlation with credit card usage level. Chapter Three describes how this research has been carried out the data while in chapter four was analyzed and well interpreted. By distribution of 100 questionnaires as the primary data collection, the researcher used Likert types scale as the measurement. Since the data was analyzed by Statistical Package for the Social Sciences (SPSS) version 17, the result showed that product, price and promotion have a significant relationship with customer buying behavior and place have no significant relationship with customer buying behavior. In Chapter five represent the conclusion on the objective and recommendation for a study. Lastly researcher hopes that there will be a continuous effect to continue this research in the future time.

Keyword- Imitation, Demographic Profiles, Mobile Phone, Customer Buying Behavior

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