



**THE FACTORS AFFECTING DEPENDENCY ON SMARTPHONE BEHAVIOUR
TOWARDS SELECTED MILLENNIALS IN JOHOR BAHRU**

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

JAN 2018

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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JAN 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
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“DECLARATION OF ORIGINAL WORK”**

I, SITI MUNIRAH BINTI ABD KADIR, (I/C Number : 921127-01-6242)

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 extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____

Date: _____

LETTER OF SUBMISSION

10 January 2018

Head of program

Bachelor of Business Administration

International Business

Faculty of Business Management Universiti Teknologi MARA

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah

73500, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE FACTORS AFFECTING DEPENDENCY ON SMARTPHONE BEHAVIOUR TOWARDS SELECTED MILLENNIALS IN JOHOR BAHRU”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

SITI MUNIRAH BINTI ABD KADIR

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BBA (Hons) International Business

ABSTRACT

During the last decade, smartphone has gained popularity around the world. Smartphone technology can be characterized as a multi-function device that helps people to manage their task. Despite a huge spike in smartphone use, the Generation Y or the Millennials ordinarily are negligent of the consecution being too dependent on smartphones. Consequently, this study ought to investigate the factors affecting dependency on smartphone behavior towards selected Millennials in Johor Bahru. This study reviewed several theories of anxiety, obsession, social withdrawal, and reliance as possible factors affecting dependency on smartphone behavior towards selected Millennials in Johor Bahru. A convenience sampling technique was used to select a sample of 384 respondents from target population of 536,900 Millennials in Johor Bahru. Data analysis was carried out using quantitative technique with the aid of Statistical Package for Social Science (SPSS). Pursuant to the findings, it was discovered that all four independent variables; anxiety, obsession, social withdrawal, and reliance have shown positive association with dependency on smartphone.

Keywords

anxiety, obsession, social withdrawal