



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**A STUDY OF FACTORS THAT INFLUENCE THE HAND PHONE  
PURCHASE AMONG TEENAGERS IN KOTA BHARU  
(CASE STUDY OF SECONDARY SCHOOL)**

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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 extract have been distinguish by quotation marks and sources of my information have been specifically acknowledgement.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## ACKNOWLEDGEMENT

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<b>DECLARATION OF ORIGINAL WORK.....</b>	<b>i</b>
<b>LETTER OF TRANSMITTAL .....</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>iii</b>
<b>TABLE OF CONTENTS .....</b>	<b>iv</b>
<b>LIST OF TABLES .....</b>	<b>v</b>
<b>LIST OF FIGURES.....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>x</b>

## **TABLE OF CONTENT**

### **CHAPTER 1: INTRODUCTION**

1.0	An Overview Of The Study.....	1
1.1	Background Of The Study.....	1
1.2	The Problem Statement.....	2-3
1.3	Research Objectives.....	4
1.4	Research Questions.....	4
1.5	Theoretical Framework.....	5
1.6	Research Hypotheses.....	6
1.7	Significance of study.....	7
1.8	Definition of Term.....	8
1.9	Limitation of Study.....	9
1.10	Scope of Study.....	10

## **ABSTRACT**

The purpose of this research was to identify the most important factor that influences the hand phone purchase among teenagers in Kota Bharu. This research explored the contribute factors that influence the hand phone purchase among teenagers that includes the price, technology, and brand. The researcher used convenience sampling, where 150 questionnaires were distributed to the students of secondary schools such as Sekolah Menengah Zainab 1 and Sultan Ismail College in Kota Bharu. The researcher measured three independent variables which is the price, technology, and brand. The dependent variable that been use in this study was factor of hand phone purchase.

The finding shows that all three independent variables have a relationship with factors of hand phone purchase. The method used by the researcher to get these result is by using the regression analysis. Therefore, all the variables contribute to the factor of hand phone purchase.

*Keywords: factors of hand phone purchase, price, technology, brand.*