



THE WORD-OF-MOUTH (WOM): A CASE STUDY OF LENOVO'S
SMARTPHONE TOWARD CONSUMER PURCHASE BEHAVIOUR
IN KOTA KINABALU.

NORASIMAH BINTI ASIM
2011986947

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

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DECLARATION OF ORIGINAL WORK

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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU CITY CAMPUS**

“DECLARATION OF ORIGINAL WORK”

I, NORASIMAH BINTI ASIM, (I/C Number: 910826-12-6412)

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ABSTRACT

In recent years, word of mouth (WOM) becomes more crucial than other marketing tools. WOM were spreads easily in order to promote product and services. This research aims to study of Lenovo's Smartphone toward consumer purchase behaviour in Kota Kinabalu. The problem statement is to study the impact of WOM on consumer purchase behaviour In Kota Kinabalu. The objectives for this study consists of to determine whether dimensions of WOM which is brand, trust, and credibility having significant toward consumer purchase behaviour and to suggest the other marketing tools that should Lenovo's Smartphone implementation in future. Further, this study used the quantitative research whereby the researcher using the questionnaires to collect the data. The respondents consist of 230 of IPTA student in Kota Kinabalu. Then, the data analysis used SSPS in order to analysis the reliability, frequency and regression. Next, the summary of findings from this study it is showed that the dimensions of WOM having significant to consumer purchase behaviour in Kota Kinabalu. From the data findings it is showed that the highest significant of dimensions of WOM was brand which is indicating the highest percentage changes to consumer purchase behaviour in Kota Kinabalu for Lenovo's Smartphone. The limitations of study, future research and suggestion were identified and proposed.

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CHAPTER 1:

INTRODUCTION

1.0 Introduction

When consumer want to evaluate their decision on purchase decision one of the factor that influence them to buy is word of mouth whereby the spread words from one person to another person. They talk about the product or services which is available in market. But, recently word of mouth becomes more useful where people tend to talk about the product in market. It is also become trend when word of mouth also available in social networking.

Word of mouth is the spreading information to other people about the products in market. It usually involved two or more people whether traditional or non-traditional method. People who want to make the consideration on buying purchase usually make the word of mouth as their sources of information. People also choose the word of mouth is more trusted than other marketing communication because it based on the opinions and experiences from people who used the products. So, consumers think that word of mouth is trusted sources in order to make purchase decision. Word of mouth occurs in everywhere which means is not only in TV ads, social network, brochures, sales promotion and others but also happen in informal situations such as talks in cars, supermarket and etc. Actually, word of mouth can happen as long as the person who knows about the certain product then they are willing to share