UNIVERSITI TEKNOLOGI MARA KEDAH

FACULTY OF ADMINISTRTAION SCIENCE & POLICY STUDIES

BACHELOR ADMINISTRATION SCIENCE

THE INFLUENCE OF SOCIAL INTERACTION, SOCIAL INFLUENCE AND SMARTPHONE USAGE CONVENIENCE TOWARDS SMARTPHONE DEPENDENCY AMONG

GENERATION Y IN SUNGAI PETANI.

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JUNE 2019

CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

Name of supervisor   : Dr Mohamed Samsudeen Bin Sajahan

Titles of research report   : The influence of Social Interaction, Social Influence and Smartphone Usage Convenience towards Smartphone Dependency among Generation Y in Sungai Petani

Name of Student I   : Aini Najihah Binti Ahamad

Name of Student II   : Nor Khanim Binti Mohd Jafri

I have reviewed the final and complete research proposal and approve the submission of the report for the evaluation.

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(Signature)

DECLARATION

We hereby declare that the work contained in this research proposal is original and our own except those duty identified and recognized. If we are later found to have committed plagiarism or acts of academics dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

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CHAPTER 1

INTRODUCTION

1.1   Introduction

This chapter provide an overview of the study which consists ten main sections this chapter identity the background of the study ascertain the research problem, research question and the research objective of the research endeavor. It also highlight the significant scope of the study provide definition of terms, and concept used in this study.

1.2   Background of Study

Globally, smartphones adoption among the worldwide population encounter an increase about 60% of the market penetration in the year of 2017 (Global Mobile Economy, 2018). Among the countries listed with high penetration of smartphones usage in the world are Russia (90%), United States(84%), China (82%), Indonesia (73%), Brazil (68%), Mexico (63%), India (53%), Bangladesh (51%), Nigeria (49%), Pakistan(39%) (Global Mobile Economy, 2018). Based on the Global Mobile Economy Report, Malaysia is listed as top 30 ranking country with high rate of smartphone penetration.

Recent development in smartphones dependency literature indicate understanding smartphone dependency among the population throughout the globe has become a central issue (Amran, Liew, Abdul Wahid & Suryati, 2015). This is due to fact that smartphones have a more universal features such as internet, message texting service, audio visual application as well as basic function of a mobile phone.