

**SECONDARY'S STUDENTS DEPENDENCY ON SMARTPHONE.THE
INFLUENCE OF SOCIAL NEEDS, SOCIAL INFLUENCES AND
CONVENIENCE.**

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Table of content

	PAGE
iv. ACKNOWLEDGEMENTS	
1.0 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM STATEMENT	1
1.3 OBJECTIVES OF THE STUDY	1
1.4 SCOPE OF THE STUDY	1
1.5 SIGNIFICANCE OF THE STUDY	1
1.6 LIMITATIONS OF THE STUDY	1
1.7 DEFINITION OF TERMS	1
1.8 COMMITMENT FROM RESPONDENT	4
1.9 CONCLUSION	4
1.10 REFERENCES	4
1.11 APPENDICES	4
1.12 BIBLIOGRAPHY	4
1.13 ACKNOWLEDGEMENTS	4
1.14 INTRODUCTION	4
1.15 BACKGROUND OF THE STUDY	4
1.16 PROBLEM STATEMENT	4
1.17 OBJECTIVES OF THE STUDY	4
1.18 SCOPE OF THE STUDY	4
1.19 SIGNIFICANCE OF THE STUDY	4
1.20 LIMITATIONS OF THE STUDY	4
1.21 DEFINITION OF TERMS	4
2.0 LITERATURE REVIEW	5
2.1 SOCIAL NEEDS	7-8
2.1.1 SOCIAL NEEDS	7-8
2.1.2 SOCIAL INFLUENCES	8-10
2.1.3 DEPENDENCE ON SMARTPHONE AND PURCHASE BEHAVIOR	8-10
2.1.4 DEPENDENCE ON SMARTPHONE AND PURCHASE BEHAVIOR	8-10
2.2 SMARTPHONE	13-14
2.3 THEORETICAL FRAMEWORK	14
CHAPTER 3	
3.0 INTRODUCTION	16
3.1 RESEARCH DESIGN	16
3.2 POPULATION	16
3.3 SAMPLE SIZE	17
3.4 SAMPLING TECHNIQUE	17
3.5 DATA COLLECTION	18
3.6 INSTRUMENT	18-19
3.7 DATA ANALYSIS	19
3.8 VALIDITY AND INSTRUMENT OF DATA	20
CHAPTER 4	
4.0 RESEARCH ANALYSIS AND INTERPRETATION	21
4.1 INTRODUCTION	21
4.2 QUESTIONING, DISTRIBUTED, RETURNED AND COMPLETED	21
4.3 RELIABILITY ANALYSIS	22
4.4 DATA ANALYSIS	23-37
CHAPTER 5	
5.0 DISCUSSION	38-40
5.1 CONCLUSION	41
5.2 RECOMMENDATION	42
BIBLIOGRAPHY	43-44
APPENDICES	45-49

Table of content:

	PAGE
CHAPTER 1	
1.0 INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1-2
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVE	3
1.4 RESEARCH QUESTION	3
1.5 SCOPE OF STUDY	4
1.6 LIMITATION OF STUDY	4
1.6.1 COMMITMENT FROM RESPONDENT	4
1.7 DEFINITION OF TERMS	4
CHAPTER 2	
2.0 LITERATURE REVIEW	5
2.1 INTRODUCTION	5-6
2.1.1 SOCIAL NEEDS	7-8
2.1.2 SOCIAL INFLUENCES	9-10
2.1.3 CONVENIENCE OF SMARTPHONE	11-12
2.1.4 DEPENDENCE ON SMARTPHONE AND PURCHASE BEHAVIOR OF SMARTPHONE	
2.2 HYPOTHESIS	13-14
2.3 THEORETICAL FRAMEWORK	14
CHAPTER 3	
3.0 RESEARCH METHODOLOGY	16
3.1 RESEARCH DESIGN	16
3.2 SAMPLING DESIGN	16
3.3 POPULATION	16
3.4 SAMPLING FRAME	17
3.5 SAMPLE SIZE	17
3.6 SAMPLING TECHNIQUE	17
3.7 DATA COLLECTION	18
3.8 INSTRUMENT	18-19
3.9 DATA ANALYSIS	19
3.10 VALIDITY AND INSTRUMENT OF DATA	20
CHAPTER 4	
4.0 RESEARCH ANALYSIS AND INTERPRETATION	21
4.1 INTRODUCTION	21
4.2 QUESTIONING , DISTRIBUTED, RETURNED AND COMPLETED	21
4.3 RELIABILITY ANALYSIS	22
4.4 DATA ANALYSIS	23-37
CHAPTER 5	
5.0 DISCUSSION	38-40
5.1 CONCLUSION	41
5.2 RECOMMENDATION	42
BIBLIOGRAPHY	43-44
APPENDICES	45-49

List of Table

	PAGE
TABLE 1: QUESTIONNAIRE, DISTRIBUTED , RETURNED AND COMPLETED	21
TABLE 2: THE RELIABILITY OF THE STUDY	22
TABLE 3: GENDER	23
TABLE 4: AGE	24
TABLE 5: EDUCATION LEVEL	25
TABLE 6: EXPERIENCE	27
TABLE 7: APPLICATION	28
TABLE 8: RELIABLE	29
TABLE 9: EFFECTIVE	30
TABLE 10: PRICES	31
TABLE 11: SYSTEM	33
TABLE 12: SOCIAL NEEDS- DEPENDENCY	34
TABLE 13: SOCIAL INFLUENCES - DEPENDENCY	35
TABLE 14: CONVENIENCE - DEPENDENCY	36
TABLE 15: DEPENDENCY – PURCHASE BEHAVIOR	37

ABSTRACT

The purpose of this study was to construct an understanding of the factor dependency that influences the purchasing behavior of smart phone users to buying a smart phone. The data clinically in previous studies are tested through the university student at University Malaysia Sabah Campus Labuan. The result was factor needs and influences are the most give a strong influence to the users' smart phone purchase behavior on buying a smart phone compare to the convenience. In this current studies from the future research of previous studies recommend that the studies should be tested through 200 secondary students so that the questionnaire was distributes to SMK Sri Nangka secondary school because to get a different perspective of result. There are three factor dependencies that give influence to the users' smart phone purchasing behavior to buying a smart phone which are Social Needs, Social Influence and Convenience. The finding for the secondary school at SMK Sri Nangka expected that the convenience dependency factor was the most influence towards the secondary school purchase behavior on buying smart phone.