



**FACTORS AFFECTING SMARTPHONE PURCHASE INTENTION AMONG  
MILLENNIALS**

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**“By the name of Allah S.W.T All Mighty Generous and Might Merciful.”**

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## **ABSTRACT**

This study aimed to examine the factors influencing purchase intention among millennials. The independent variables were product features, brand name, social influences and product sacrifice on smartphone purchase intention among millennials. A set of questionnaire was adopted from past research to collect the primary data from respondents about the relationship of patron buying behaviour towards smartphone purchase intention among millennials. Convenience sampling was used for this study. A total of 144 respondents had answered the questionnaires. The overall findings of the research indicate that based on the result, only product features and social influence affect the smartphone purchase intention among millennials, while brand name and product sacrifice do not affect the smartphone purchase intention among millennials. As conclusion, the addition of attention-grabbing features, corporate relation responsibility (CSR), famous public figure as their ambassador, and having attractive solutions, like monthly instalment were suggested to augment the smartphone purchase intention among millennials and recommendation for future research has been included in the final part of the research.