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FACTORS INFLUENCING ADOPTION OF PERSONAL COMPUTER AMONG HOUSEHOLD AT KOTA BHARU, KELANTAN

SITI NORBA'AYAH BINTI DAUD
2006845916

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS KELANTAN

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ABSTRACT

Nowadays, owning a personal computer is a necessity to our life. More people using computer to settle their work in short time. Before this, personal computer becomes important to corporate people but nowadays it also important for household too. Because of that, the researcher conducted this research to identify the factors influencing adoption of personal computer among household at Kota Bharu, Kelantan. Kota Bharu is the chosen place because this city with the high population to compare to other cities with the total population for household almost 87,926. In addition, peoples at Kota Bharu can be category as high standard of living. There are five factors in this research which are cost, requisite knowledge, perceived ease of use, social influence and attitude. The objectives of this research are first, to identify the factors that influencing adoption of personal computer among household at Kota Bharu, Kelantan. Second, to identify whether there were significant differences in demographic variables among personal computer adopters and non-adopters, third objective to identify the factors of customer remaining not own the computer in Kelantan. Then, this research can give suggestions and recommendation to computer software and hardware company based on findings in this research. In collecting the data, the researcher used primary data (questionnaires) as a way to get feedback from the respondents. By using non-probability sampling with the convenient method, the probability of any particular member of population being chosen is unknown whereby the researcher distributed 200 sets of questionnaires. Then, the researcher has categorized this research as descriptive for research design method. Next,

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INTRODUCTION

1.1   BACKGROUND OF THE STUDY

Recent advances in microcomputer technology have greatly decreased the cost and increased the power of computers. Computers are now available to a large segment of the population for personal as well as work related use. Recent industry projections for personal computers show that in a very short time, the total anticipated sales of personal computers will exceed that of mainframes and mini computers. (Business Week, May, 11, 2000) Although a major proportion (about 80%) of personal computer sales is accounted for by offices, what remains is a significant number of units purchased for home use. As home computers become more powerful, the capabilities available to users at home are likely to increase. Some predictions included the widespread adoption of personal computers by households and the supposed arrival of the "home of the future" replete with new patterns of communications and social behavior based on the evolving technology. (Venkatesh and Vitalari, 1990)

Early, personal computer (PC) generally called microcomputer is a computer whose original sales price, size, and capabilities make it useful for individuals, intended to be operated directly by an end user, with no intervening computer operator. By late 1970s

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