

**UNIVERSITI TEKNOLOGI MARA**



**IDENTIFYING THE FACTORS AFFECTING THE  
DEMAND OF SMARTPHONE AMONG UiTM STUDENTS  
: A CASE STUDY IN UiTM KOTA BHARU**

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**“In the name of Allah, The Most Gracious, and The Most Merciful”**

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## **ABSTRACT**

There have been a number of factors will affect students' demand on smartphone. The purpose of this study was to identify the factors affect students' demand on smartphone. Next, this study wants to determine whether the item in each variable will influence each other or not. To gather the data, a questionnaire including a Likert scale survey was administered. This study involved 280 students enrolled in Mara University of Technology (UiTM) Kota Bharu Campus. After the analysis have done, this study can conclude that item on each variable product features and social influences was affected the demand of smartphone. As a conclusion, this study revealed that factors product features and social influences were affected the demand of smartphone.

**Keywords:** Smartphone, Product features, Brand name, Price, Social influences

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## **CHAPTER 1: BACKGROUND STUDY**

### **1.1 Background of Study**

Smartphone means the mobile phone which includes functions similar to those found on personal computers. In student daily life, having their own smartphone has been a trend among all of them. Smartphone use has become vital to students because they use them for several purposes not only for those similar to what the Internet provides, but also to explore applications which provide new functions. There are a few factors has been identify that contribute to the demand of smartphone among the university's students.

Craig, Samuel and Douglas (1996) stated that the development of technologies and succession in communication are encourage the companies to import raw materials and also export their product though the pace of improvement can be said as a streak of lightning and therefore telecommunication tools no longer can be mistreated by anyone in this new era. The most commonly used phone in the market is called as basic phone and it mainly used for voice communication and short text messaging services (SMS) and may support constrained browsing (Subramanian, 2009).

The rapidly growing demand of Smartphone has created a rumour all around the world. In this modern era, most of the consumers opt to have their own Smartphone. In the third quarter of 2012, the number of Smartphone use total 1.03 billion, a 47 % increase from third quarter 2011.