



**A STUDY ON CONSUMER'S PURCHASE INTENTION AMONG MILLENIALS TOWARDS  
SMARTPHONES BRAND FROM CHINA IN MALACCA**

**ABDUL AZIM BIN JAMALUDDIN  
2016448516**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (INTERNATIONAL BUSINESS) FACULTY OF  
BUSINESS AND MANAGEMENT UNIVERSITI  
TEKNOLOGI MARA  
CAWANGAN MELAKA  
KAMPUS BANDARAYA MELAKA**

**JANUARY 2019**

**A STUDY ON CONSUMER'S PURCHASE INTENTION AMONG MILLENNIALS  
TOWARDS SMARTPHONE BRAND FROM CHINA IN MALACCA**

**ABDUL AZIM BIN JAMALUDDIN**

**2016448516**

**Submitted in Partial Fulfilment of the Requirement**

**For the Bachelor of Business Administration with Honours**

**(International Business)**

**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS (INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

**JANUARY 2019**

## DECLARATION OF ORIGINAL WORK



### **BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INTERNATIONAL BUSINESS) FACULTY OF BUSINESS AND MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”**

I, Abdul Azim Bin Jamaluddin, (I/C Number: 930608-14-5437)

Hereby, to declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of any independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## LETTER OF SUBMISSION

7<sup>TH</sup> JANUARY 2019

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business and Management  
Universiti Teknologi MARA  
Cawangan Melaka  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir / Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title “A Study on Consumer’s Purchase Intention among Millennials towards Smartphone Brand from China in Malacca” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

---

Abdul Azim Bin Jamaluddin

2016448516

BBA (Hons) international Business

## **Abstract**

The title for this research study is “A Study on Consumer Purchase Intention towards Smartphone Brand from China among Millennials in Malacca”. The main objective for this research is to examine the relationship between price, perceived quality, brand awareness, perceived feature towards purchase intention of smartphone brand from China in Malacca. Thus there is four independent variables are identified, that influence purchase intention of smartphone brand from China, which are price, perceived quality, brand awareness and perceived feature. In order to complete the research, four hypothesis were constructed, focusing on the determining the influence of the independent variables towards dependent variables. A total of 120 respondent had participated are randomly chosen, using non-probability sampling which is convenience method. This study used primary data collection namely questionnaire and using online method for easier way of data collection method. The data obtain then were analysed using SPSS to determine the reliability test, Pearson Correlation coefficient, and regression testing. The finding shows that all the independent variable have significantly influence purchase intention of smartphone brand from China. Thus, all the hypothesis developed are accepted.