



**FACTORS AFFECTING PURCHASE DECISION AMONG MILLENNIALS
TOWARDS SMARTPHONE IN SHAH ALAM
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**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 (UiTM) CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA**

JULY 2019

DECLARATION OF ORIGINAL WORK



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

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Hereby, 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 my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 24th JUNE 2019

LETTER OF SUBMISSION

The Head of Program
Bachelor of Business Administration with Honours (International Business)
Faculty of Business Management
Universiti Teknologi MARA
110, Off Jalan Hang Tuah
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Dear Mr Mohd Isham bin Abidin,

SUBMISSION OF RESEARCH PAPER (IBM 672)

Enclosed here is the project paper entitled "FACTORS AFFECTING PURCHASE DECISION AMONG MILLENNIALS TOWARDS SMARTPHONE IN SHAH ALAM" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM)

Thank you.

Yours sincerely

MUHAMMAD HAIRI HIZWAN BIN MOHD TERUDIN

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Bachelor of Business Administration with Honours (International Business)

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ABSTRACT

This research objective is to examine the relationship between three hypothesis which is the relationship between brand concern, social influence and product features with millennials purchase decision towards smartphone in Shah Alam. For this purpose of study, the descriptive research was conducted. Convenience sampling has been utilised with 380 respondents as the sample size which 328 questionnaires were answered and collected from the respondents based on their consent and voluntary basis.

The result indicates that all of the hypothesis shows a positive relationship and significant between independent variables (brand concern, social influence, and product features) with the dependent variables (Millennials purchase decision). All results and analysis has been evaluated by using SPSS (Statistical Package for Social Science during research been conducted.