



**FACTORS AFFECTING CHINA SMARTPHONE BRAND PREFERENCE AMONG
MILLENNIALS**

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JUNE 2019

DECLARATION OF ORIGINAL WORK



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I, Nur Izyan Alyani binti Abg Ali, (I/C Number: 970915-59-5020)

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:

LETTER OF SUBMISSION

JUNE 2019

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Dear Sir,

SUBMISSION OF FINAL REPORT

I am hereby attached a document that titled “**Factors Affecting China Smartphone brand preference among millennials**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,

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ABSTRACT

In this globalization era, smartphone has become as a necessity to a person. The demand and the usage of smartphone has increase year by year. There are many smartphone brands in the market. However, China brand manage to conquer the smartphone market by holding one fourth of the market share.

The purpose of this study is to identify what are the factors that influence china smartphone brand preference among millennials. In this study, the researcher stated that price, feature and appearance are the factors that influence China smartphone brand preference among millennials. This research is a qualitative research which had used the questionnaires as the instrument for the collection of data.

The data was collected through Google Form from 267 respondents. However, only 90 respondents fulfilled the requirement of this study. Sampling technique that have been used in this study was convenience sampling method. The data collected was then evaluated by using Statistical Package of the Social Science (SPSS) Version 22 Software. Numerous tests were run such as reliability test, frequency distribution, descriptive analysis Pearson's correlation analysis and multiple regression.

The results indicated that price has a significant relationship with China smartphone brand preference. Besides, the finding show that feature has a significant relationship with China smartphone brand preference. Also, the study shows that appearance has a significant relationship with China smartphone brand preference. The recommendation stated in this study are to improve feature of smartphone, improve the appearance also reduce price of the smartphone