

**THE FACTORS THAT INFLUENCE CONSUMERS TO PURCHASE
SMARTPHONES: UiTM (MELAKA) KAMPUS BANDARAYA**

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Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UITM)
KAMPUS BANDARAYA MELAKA**

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BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

DECLARATION OF ORIGINAL WORK

We, (NOR FARDIANA BINTI AHMAD), IC NUMBER: (920417-06-5398) and (NUR HAZWANI BINTI MOHD JAMA), IC NUMBER: (920122-06-5788)

Hereby declared that,

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degrees.
- This project-paper 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 : *NOR FARDIANA AHMAD* Date : JANUARY 4 2016

Signature : *NUR HAZWANI MOHD JAMA* Date : JANUARY 4 2016

LETTER OF SUBMISSION

Date: January 4, 2016

Head of Program,
Bachelor of Business Administration (Hons.) Operations Management
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER (BM 240)

Enclosed here is the research entitled “THE FACTORS THAT INFLUENCE CONSUMERS TO PURCHASE SMARTPHONES” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

We hope this report will fulfill the requirement of Bachelor of Business Administration with Honours and also achieved the objective of this study.

Thank you,

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ABSTRACT

Smartphone is an important item that can connect people around the world. With this development and evolution in nation country, it becomes phenomenon and impact in generation to generations. People become more stylish and trendy by using sophisticated items in daily life. People also have high desired in their lifestyle so it creates more beliefs, preferences and behaviors in their needs and wants.

In this study, 162 questionnaires were distributed to BBA Marketing students in UiTM (Melaka) Kampus Bandaraya. The findings of this study were obtained where the Pearson Correlation Analysis result confirmed relationships between purchase intentions with independent variables, such as price, compatibility, relative advantage, and social influences.

The purpose of this research is to identify the factors that influence consumers to purchase smartphone among the young generation from BBA Marketing students in UiTM (Melaka) Kampus Bandaraya. Using questionnaire, all respondent cooperated to answer question regarding their agreeableness and disagreeableness toward statement.

Result were obtained and presented in the reliability analysis, frequency analysis, descriptive statistics, correlation analysis (Pearson Correlation Analysis) and multiple regression analysis. The result shows that all the four factors have significant relationship towards consumer purchase intention.