

**UNIVERSITI TEKNOLOGI MARA**

**PURCHASING BEHAVIOUR OF PHONE USERS  
TEND TO BUY SMARTPHONE**

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Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
**Bachelor of Business Administration  
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## AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of University Technology MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, University Technology MARA, regulating the conduct of my study and research.


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## **ABSTRACT**

Smartphone is synonym in our life, people tend to use smartphone because it can easier our daily task, since the smartphone have extra features like camera. The purpose of this study is to examine the relationship between product features, brand name, product price, convenience and social influence of purchasing behaviour of smartphone among phone users. The questionnaire will be distributed to 150 of phone users who have experience using and having smartphone generally to get the random sampling method. The issue of this study to have a clear visual of why people tend to buy smartphone based on dependent variable and independent variable of the study and understanding the demand of the smartphone nowadays. In 2017 statistics shows that the number of phone users in Malaysia have reached to 19.9 million users it shows that the number people use smartphone is high and will increase in the future because of the changing in the technology.

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