



**THE IMPACT OF MOTIVATIONAL FACTORS, SOCIAL  
SITES, AND AFFINITY OF GEN Y TOWARDS MOBILE  
PHONE PURCHASE DECISION**

**AZRUL AZWAN BIN REDZUAN**

**2013699958**

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SARAWAK**

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## LETTER OF SUBMISSION

The Head of Program  
Bachelor of Business Administration (HONS) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kota Samarahan, Sarawak

Dear Sir/ Mdm,

### SUBMISSION OF PROJECT PAPER

Attached is the research paper titled “**The Impact of Motivational Factors, Social Sites, and Affinity of Gen Y Towards Mobile on Phone Purchase Decision**” for your perusal to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara

Thank you.

Yours sincerely,



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AZRUL AZWAN BIN REDZUAN

2013699958

Bachelor of Business Administration (HONS) Marketing.

## **ABSTRACT**

The purpose of this study is to identify what are the factors impacting the customer purchase decision on mobile phone among Gen Y group in Kuching Sarawak. The determinants or factor of purchase decision among Gen Y group were discussed in this research are motivational factors, social sites and affinity of Gen Y towards mobile phone. The objective of this research is to identify the relationship between motivational factors that influence Gen Y purchase decision of mobile phone, to examine relationship between affinity factors of Gen Y towards mobile phone on their purchase decision, and to examine between social sites credibility that influence Gen Y on purchase decision of mobile phone. The survey involves of 200 respondents from Kuching area but the data that can be used is only 150. Data obtained using primary and secondary data. The data was analyzed using SPSS software to get frequency, reliability, correlation, and regression. The results are all independent variables have a relationship to the purchase decision among Gen Y group.

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# Chapter 1

## 1.0 Introduction

Mobile phone is a very useful product in our society. It is used in many ways in terms of communication and also for entertainment purpose. It is because of the success of many technology that been achieved by the inventor of well known organization that specialize in making the technology of mobile phone like for example Apple company produces iPhone and iPad and also for Samsung company produces the Samsung Galaxy Note, Tab and many more. Those two companies have been great competitors among each other which are very well known in the world of mobile phone. There are a few mobile phone companies that make their names to be in line with these two famous companies like Sony, Asus, and Oppo. The competition in mobile phone market is great in terms of the utilization of the new technology. The economy and the power of consumer had shown a positive sign in the increase in purchasing of the product. More products have been introduced to the public in order to maximize the profit. The young generations especially generation Y are among the powerful consumers which spend almost half of their total income (Bakewell *et al.*, 2006).

Mobile phone have been one of the influential industry which becomes a need for us especially for the youngsters which used mobile phone as their important tool in communicating with people around them. Mobile phone also give benefits in serving their needs in using technology that is available in their mobile phone which generally known as smart phone. But nowadays, the mobile phone have been changing according to development of technology and also has its own needs in every teenagers in mobile phone especially for catching up the trends and the lifestyle of