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Universiti Teknologi MARA**

**Bachelor of Administrative Science**

**A Study on the Purchase Behaviours for Smartphone among UiTM Students**

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

This chapter focuses on the research background of the study which is purchase behaviours for smartphones among UiTM students. This chapter explains the problem statement, research question, research objectives, scope of study, significant of the study and the definition of term and concept in this study.

Smartphones are a combination of personal device assistants and mobile phones that use advanced operating systems and permit users to install new applications, be constantly to the internet, and provided multifarious functionalities of both. Smartphones are increasingly entwined in people's everyday activities as it makes their lives easier access the internet 24 hours a day, seven days a week, and 365 days a year anywhere. The top smartphones that consumers own include the iPhone 5, Galaxy S III. And HTC One X, because they are able to transfer more mobile data than the iPad or Galaxy Tab 2 10.1 (Norazah, 2013).

A mobile communication device is basically designed to convey traditional voice between two individuals, sending text messaging and executing basic functions, nevertheless cell phone had undergone numerous transformations, making its functionalities increasing tremendously against time resulted from the changing needs of cell phone subscribers (Azira Rahim, 2016).

Research from Strategy Analytics revealed 1 billion of smartphones are being used worldwide, a penetration of 1 in 7 while in Malaysia, the penetration for comparison stand at 1 in 4 and the highest percentage, 17.3 percent of smartphones user's age is between 20-24 years old. In current situation, consumers no longer view smartphones just as devices for calling and texting, instead as multi-use devices for gaming, socializing, and downloading