

**Factor affecting brand choice of
smartphone among youth in KOTA KINABALU,
SABAH (PENAMPANG)**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

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Abstract

The wide use of mobile phones and the various information access means that it provide to it is users, and the vast presence and significant impact of mobile phone on users daily life make mobile phones important devices to study. This paper focuses on study the brand choice of smartphones selection among youth in Kota Kinabalu, Sabah (Penampang area). The data will be analysis using SPSS. The principal components factor analysis result in four independent dimensions such as features, price, brands equity and promotion. Several managerial implications are drawn from the results and future research suggestions are provided. The research had shown how the product feature, brands equity, price and promotion had influenced consumer in choosing their brand of smartphone.