



**FACTORS INFLUENCE THE PURCHASING BEHAVIOR OF  
SMARTPHONES AMONG UNDERGRADUATES STUDENTS  
IN UiTM SAMARAHAN, SARAWAK**

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ORIGINAL LITERATURE WORK DECLARATION

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Name of Degree : Bachelor of Business Administration (Hons) Marketing

Title of Research Project : A survey on factors influences the purchasing behavior of smartphones among undergraduate students in UiTM Samarahan, Sarawak.

Field of Study : Marketing

I do solemnly and sincerely declare:

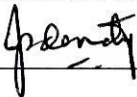
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## **ABSTRACT**

The purpose of this research is to determine the factors influences purchasing behavior of smartphones among undergraduates students in UiTM Samarahan, Sarawak. This study are conducted in UiTM Samarahan, Sarawak. A sample of 331 respondents from eleven programs offer in UiTM Samarahan are selected randomly to answers the questionnaire.

There are four factors such as price, convenience, social needs and product features were selected from both primary and secondary data. All of the combined factors are analyzed through Pearson correlation and multiple regression analysis. From the analysis, convenience is the main factors that influence the purchasing behavior of smartphone among undergraduates students in UiTM Samarahan, Sarawak. The other important factors are social needs and product features. The study suggested that the smartphone manufacturer should consider the above mentioned factors to equate the opportunity among undergraduate students.

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# CHAPTER 1

## INTRODUCTION

### 1.0 INTRODUCTION TO STUDY

This study is about the factors that influence purchasing behavior to buying the smartphone among the undergraduate's students in UiTM Samarahan, Sarawak. This first chapter of the study presents the introduction of the study, background of the study, research problem, and specifies its research question and research objective. This will be followed by the scope and limitation of study.

### 1.1 BACKGROUND OF STUDY

Smart phone has become a very common item in our daily life; the saying of "Anytime, anywhere and almost everything in the palm of the hand" seems to be a very common theme for the current smart phone users of today.

The advancement of technology that implement in the Smartphone makes the users of Smartphone lifestyle changes tremendously. This due to the market growth of smartphone as stated by (Gunther Eysenbach, 2012) that growth of Smartphone are more than 490 million globally in 2011 compared to 300 million in 2010. It likely show that the marketers of smartphone realize the Smartphone market are have high potential to gaining a profit because that market more focus to young adults that have a high population compare to others. This can be prove with the statistic that found