



**FACTORS THAT CONTRIBUTE IN STUDENT'S DEPENDENCY ON  
SMARTPHONES AMONG DEGREE STUDENTS OF UiTM SABAH**

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## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
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I, MOHD HALIFF BIN NASIR (I/C Number: 901006-12-5081)

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- This work has not previously been accepted in substance for any degree, locally or overseas and is not concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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# TABLE OF CONTENT

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMITTAL	iii
LETTER OF SUBMISSION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF FIGURE AND TABLES	ix
ABSTRACT	x
<b>CHAPTER 1: INTRODUCTION</b>	<b>1</b>
1.0 INTRODUCTION	1
1.1 RESEARCH BACKGROUND	2
1.2 PROBLEM STATEMENT	4
1.3 RESEARCH QUESTIONS	4
1.4 RESEARCH OBJECTIVES	5
1.5 SCOPE OF STUDY	5
1.6 DEFINITION OF KEY TERMS	6
1.6.1 Social Needs	6
1.6.2 Social Influence	6
1.6.3 Convenience	6
1.7 SIGNIFICANCE OF THE STUDY	7
1.7.1 Consumer	7
1.7.2 Smartphone Provider	7
1.7.3 Researcher	7
<b>CHAPTER 2: LITERATURE REVIEW</b>	<b>8</b>
INTRODUCTION	8
2.1 SOCIAL NEEDS	9
2.2 SOCIAL INFLUENCE	10

# LIST OF FIGURE AND TABLES

## List of Figure

<b>Figure 1</b>	<b>14</b>
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## List of Tables

<b>Table 1:</b> Calculation Method	<b>17</b>
<b>Table 2:</b> Source of Variables	<b>19</b>
<b>Table 3:</b> Respondent Profile Based on Demographic	<b>22</b>
<b>Table 4:</b> Cronbach's Alpha Reliability Analysis for Each Variable	<b>23</b>
<b>Table 5:</b> Descriptive Analysis	<b>24</b>
<b>Table 6:</b> Model Summary Analysis	<b>24</b>
<b>Table 7:</b> ANNOVA Analysis	<b>25</b>
<b>Table 8:</b> Coefficient Analysis	<b>26</b>
<b>Table 9:</b> Hypotheses Summary	<b>27</b>
<b>Table 10:</b> Research Objectives Summary	<b>36</b>

## ABSTRACT

The purpose of this research is to study the factor that contributes in students' dependency on smartphone. This research also examines the relationship between social needs, social influence and convenience towards students' dependency on smartphone. Thus, this investigation conducted among Universiti Teknologi Mara (UiTM) Sabah Cawangan Sabah degree students, whereas samples are chosen among 155 students who use smartphone. The research used certain method attain the result for the objective. Cronbach's Alpha reliability test is also used to measure the level of reliability of the research, while Multiple Regression analysis also used to analyze the data which is to show how strong the relationship between both variables and also to show its' significance. Findings of the results through multiple regression analysis revealed that social needs and convenience show its significant effect for the study while social influence show negative relationship with the dependency on smartphone. Convenience results in to have the strongest effect towards the dependency on smartphone. The results of this research are limited due to the unwillingness to contribute for the survey. In addition, this research might also have limitation due to the sample are restricted particularly on UiTM Sabah degree students only. Based on the findings from this research, the implication and future research of this research will be discussed in this paper.