



**BRAND PREFERENCES BETWEEN APPLE AND SAMSUNG
SMARTPHONE AMONG UITM STUDENTS**

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ABSTRACT

This study aim to investigate how the factors such as product performances affect the choices of brand preferences between Apple and Samsung. Nowadays smartphone is a must have gadget especially for students, so there is a crucial need for the company to distinguish themselves from the competitors. This study focus on 1) To examine the factors that affect the brand preferences for UiTM students between Apple and Samsung smart phone. 2) To determine the students preferences between Apple and Samsung smart phone. Correlation analysis and frequency analysis will be using in this research.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Smartphone has been tremendously, revolutionized the way we do thing, the role smartphone play in today's society is phenomenal. Today's smartphone is taking the role of computer, making it possible to do almost a lot with this small hand held device. It has a broad use such as sharing information, paying for products, browsing, and shopping. Virtually every activity today has a Smartphone application for it. Mackenzie (2011).

The findings of this research study would be significant to smartphone producers, in understanding the bases for student's preferences between Apple and Samsung brands of Smartphone. An understanding of product preferences, personality and identity in Smartphone is crucial, it cannot be over emphasized. A profound knowledge or understanding would provide a clue as to student preferences of one brand over the other, the motive behind brand loyalty and how brand awareness is built. The benefit of brand knowledge is relevant for high tech companies such as, Apple and Samsung. If Smartphone producers could understand this, they would have edge over their competitors. It is also vital in comprehending the role that brand plays in consumer buying behavior, which would help Smartphone producers in building preference for their brand. The knowledge gained from this research would also provide Smartphone producers with the strategic ways they could build strong brand equity and identity that would lead to increasing their sales volume.