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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)

**THE FACTORS INFLUENCING CONSUMER CHOICE OF SMARTPHONE: RURAL
COMMUNITY IN KOTA MARUDU, SABAH**

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JULY 2016

ACKNOWLEDGEMENT

Praise be to Allah, the Almighty, for giving us this opportunity, strength and patience to complete this practical training report. Firstly, we would like to express our utmost gratitude to our Research Supervisor, Dr. Zuraidah Binti Zaaba who individually giving us continuous guidance in assisting us in making this research report successful.

We also want to thank the Faculty of Administrative Science and Policy Studies (FSPPP) which has enabled us to take up this course especially to all the lecturers and faculty members. A special thanks and appreciation also goes to all our friends and course mates of Bachelor of Administrative Science (HONS) for their supports and helps until we have done this research report. Not forgotten, a big appreciation to all those their names do not appear here who have contributed to the successful completion of this report writing. Finally, thanks to our family members who understanding the importance of this work to us and giving us the strength and support until today.

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ABSTRACT

The purpose of this study is to investigate the factors that influence the consumer choice of smartphone in the rural community in Kota Marudu Sabah and its association with social influence concern, product features concern, necessity concern, and service provider concern. The data is collected through self-administered questionnaire, and cluster sampling method. A total of 70 samples was collected from the rural area located in Kg. Taginambur Baru, Kota Marudu Sabah, Malaysia. The findings revealed that there is a significant relationship between all variables with purchasing decision, which indicates that the factors influence the consumer choice of smartphone in rural community in Kota Marudu Sabah is influenced by social influence concern, product features concern, necessity concern and service provider concern. The findings of this study are limited by the number of respondents, area and location, and the absence of other methods to obtain the results other than secondary research and questionnaire. This study is important for marketers to understand the consumer's choice of Smartphone to be more competitive.

Keywords: Social Influence Concern, Product Features Concern, Necessity Concern, Service Provider Concern, Consumer Choice, Smartphone, Rural Community