



DETERMINANTS OF SMARTPHONE PURCHASE INTENTION OF MILLENNIAL
CONSUMERS IN SELANGOR

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ABSTRACT

This study is conducted to identify the most significant variable to measure the determinants of smartphone purchase intention at Selangor. There are three independent variables to measure smartphone purchase intention which are price, product features and peer group influence. The research is being conducted toward consumers of smartphone in Selangor. In order to collect information, questionnaires will be distribute to the consumers by using (simple random sampling). Out of 129 questionnaires distributed, 125 are only accepted. The feedbacks on the answered questionnaires was analyzed and summarized using the Statistical Package for Social Science (SPSS). There are four statistical analysis that has been used which are frequency analysis, reliability analysis, correlation analysis and multiple regressions. The results of the research shows that out of three variables, only two variables are significant which are price and product features while other variable which is product features is not significant towards smartphone purchase intention of consumers at Selangor. Several suggestion for future research are also presented in this study.

Keywords: *price, product features, peer group influence*