

Title of Thesis	A Study of Factors Influencing Consumer Behavior of Smartphone User among Young Adult Students Attending IBS College, Miri Sarawak
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### **ABSTRACT**

Nowadays, smartphones have become the integral parts of communication and personal lives. Because without smartphone it is not possible to keep in touch with each other, with clients and with families and friends. However, there has been many smartphone companies are frequently updating their new device of smartphones into the market industry. Due to many types ‘smartphone has introduced to the market in Malaysia especially in Miri, such as Apple, Samsung, Oppo, Huawei, Xiaomi and more. Therefore, this paper examines about the factors influencing consumer behavior of smartphone users among young adult IBS College students. Quantitative method is used in this research. The data collection was through self-designed questionnaires and distributed by email in google form format. Questionnaire are distributed to young adults around 18 to 30 years old. 60 students of sample size are selected randomly within IBS College students. The data is analysed simple statistic method. This research result indicated four major findings. Apple iPhone is the most popular brand of smartphone purchased among IBS College students. Second finding shows that IBS College student’ choices of smartphones are influenced by their personal lifestyles. The third finding also shows that battery life of smartphone affects their choices as well. Last

finding revealed that Most of IBS College students spent most of their times on social media. From the result, it shows the researcher suggested four recommendations to be applied. The researcher hopes that the smartphone supplier of other brand could produce a much more affordable phone and even a much more specific design which can be sold at cheaper price. This study will be helpful to smartphone manufacturers to understand what inclines a youth towards the smartphone but also give an idea of what features might be needed to make better sale of smartphone in the younger generation. It will help them know the range of factors that behave as a trigger towards a smartphone purchase and to know what technological, hardware and software, branding and financial factors must be considered.