

Title of Thesis	A Study of Factors Influencing the Purchase of Smartphone among Young Adult in Miri.
Name	Law Lyeo Deon
Program	BA (Hons) Business Administration (In collaborations with UCSI)
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ABSTRACT

The purpose of this research is to study what Miri's young adult has when buying a smartphone. This research focuses on four main factors that may affect purchase intention, such as brand name, price, phone features, and social influence. With the advancement of technology, smartphones have gradually become a necessity in people's lives. The market for smartphones was gradually expanding, and the competition for smartphones was also rising. Young adults will also have more choices of smartphones they want to buy. For this study, the researchers adopted quantitative methods and collected research data through self-designed questionnaires. In this study, 100 questionnaires were distributed and designed through online questionnaires. Finally, the target population of this study is young adults aged 16-28 to understand their purchase intentions for smartphones. The population was concentrated in Miri, and 100 people were investigated. The purpose of this study is to understand the purchase intention of young adults in Miri for smartphones.