

Title of Thesis	A Study of Factors Influencing the Purchase Intention of Laptop among IBS Students in Miri
Name	Phoebe Poh Qian Ning
Program	BA (Hons) Business Administration (In collaborations with UCSI)
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### **ABSTRACT**

Purchase preference of the young is the area which is in observation of marketers since considerable amount of time specially in last decade or so special emphasize has been placed upon the preference of youth as they are treated as the major market. A customer is defined as anyone who makes regular purchase from a firm or store, while a consumer is one who makes any transactional decisions of economic nature, including purchasing of products and services. Consumer buying behaviour refers to the study of consumer and their behaviour while deciding to purchase a good that satisfies their needs. This is a study of what actions does the customers takes that drive them to buy and use certain products. The study of consumer purchasing behaviour is most crucial for marketers as they need to understand the expectation of the consumers. It helps to understand what makes a consumer buy a product. It is crucial to assess the kind of products liked by consumers so the products can be released to the market. The purpose of this thesis is to analyse the factors affecting customers purchasing behaviour for laptop in IBS College. The wide formulation that has taken place in IT sector followed by many rivals and acquisitions in the market place, lead both practitioners and students to concentrate on consumer buying behaviour and decision making in laptop industry. The methodology used was survey research design whereby the target population was

the students in IBS College, a sample of 100 respondents were selected through the purposive sampling technique.