

Title of Thesis	A Study of Factors Influencing the Purchase of Smartphone among Young Adults in Miri
Name	Teo Shing Yeng
Program	BA (Hons) Business Administration (In collaborations with UCSI)
Date of Submission	August 2021
Student Thesis Code	2021/AUG/UCSI/BABA/05

ABSTRACT

Nowadays, the competition in the smartphone industry is fierce, and many companies are introducing new smartphones to their customers after a few months when a new smartphone came out. In this research, there are four independent variables, which are price, brand, smartphone's function, and social influence. They are used to further investigate whether they have a significant relationship and influence on the purchase intention of young adults towards smartphones in Miri. Moreover, the objective of this research study was to examine the factors that affect the young adults' purchase intention when purchasing a smartphone. A questionnaire was developed to examine the factors that may have influenced young adults' purchase intention when they purchase a smartphone. The questionnaire was completed by 150 young adults in Miri.