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| Title of Thesis | A Study Of Laptops Computer Among College Students In Miri |
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ABSTRACT

This research is to study the consuming behaviour of college students choosing laptop in Miri. The research is to find out what are their preferences in choosing laptop and to figure out what are the most popular brand of laptop in Miri.

According to the result shows that college students prefer Apple (Macbook) and that the researcher found out that Miri College uses more Apple (Macbook) to do their college work more.

Besides, the results shows that college students buy laptops to do their college works while 74.8% of the college students uses it to watch movie maybe due to they are not from Miri so what they do during their time off from college work is to use their laptop to watch movie.

In addition, most of the college students in Miri are facing difficulty of choosing laptop due to too many brands to choose. While 67.2% of the college students facing difficulty of choosing laptop are due to lack of confident in buying a good laptop, they are afraid of choosing a laptop which can't perform well.

Furthermore, many of the college students ask advice from friend before choosing their laptop while there is a same percentage of 76.8% will actually ask their friend who already purchased a laptop for their feedback or advice.