

Title of Thesis	A Study of Smartphone Usage Behaviour Among College Students in Miri
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Date of Submission	May 2016
Student Thesis Code	2016/MAY/TIUCT/BBAIB/02

Abstract

Nowadays, information and communication technologies (ICT) such as computers, laptops, and mobile phones are found everywhere in society. In western countries, citizen use them to for shopping, social networking, to contact colleagues and loved ones, to gamble, to set up meetings etc. For this research, quantitative method is used. There are 50 students of sample size are selected randomly within IBS College community. If the number of students being researched is larger, the result will be more accurate.

The research result indicated four major findings. The respondent felt that brand of smartphone student preferred to use is Samsung smartphone because college students felt that Samsung has a wide variety of model specifications and the price is much more affordable which results in the reason why most students would prefer to use Samsung brand instead of Apple. Second, daily time consumption of smartphone of college students are willing to spend more than 5 hours of their time to use their smartphone because they used it for entertainment purposes only. Thirdly, for plan package preference students would prefer to subscribe with Digi plan package because Digi offers the most reasonable price and affordable price for college students as they could not afford expensive plan packages. Last but not least, smartphone impact on college students is on the positive side and the factor which affects the most is smartphone has assisted them in finding information faster.

From the result, it shows the researcher suggested several recommendations to be implemented. 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. Second, college students are encouraged to use more of their smartphone for educational purposes rather than on text messages or even games. Other than that, application developers can also try to introduce more educational assistant

application to help students to do their assignment more efficiently. Third, to make sure that other telecommunication companies who wish to compete with Digi, they should come up with a more competitive and economical package of plan which allows college students to subscribe. They could also come up with a more specific purpose of plan to let students to choose from. Fourth, smartphone usage by the college students should be monitored all the time. Colleges should also come up with a better technology to be able to monitor the usage of smartphone more effectively. Other than that, students could also have more self regulation and more control in using their smartphone.

Finally the researcher has created other places that could be carried out for future research about smartphone usage amongst college students. The area could be outside of Miri, such as Brunei. It is because there might be a different result showing what kind of brand does the students in Brunei would prefer and how do smartphone affect them in their studies.