

Title of Thesis	A Study of Consumer Behavior on Navigation App among the College Student in Miri
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### **ABSTRACT**

The purpose of this study is to analyze the Miri consumer and their behavior toward navigation App. The research focuses on the consumer behavior user of navigation app in Miri. The research is using questionnaire method and gathers information from 30 respondents. Researcher focuses on investors for around 21 to 31 years old or above. The data are collected and analyze using simple statistic method. The research result indicated 5 major finding. The first finding is the respondents are not high risk taker and most are new investor. Therefore, respondents are careful and non-active user. They prefer choose goggle maps navigation app because is very common for the user to use. In forth finding is respondents are convenience because certain part in Malaysia are well develop city of state where you don't have to worry about the navigator are functioning. Last, the fifth finding defined that the product quality is the most common to look into. From the result, the researcher suggests several recommendations for implemented. The finding suggests that Navigation App need to provide more information for their products in order to attract the new consumer to their app and encourage them to download the Navigation App. Finally, this research created several areas that could be carrying out for future in-depth research which focus the internet infrastructure available within a country plays a role in consumers' willingness to researches. Future research could benefit from applying this research to explore whether cultural differences exist towards Navigation App. Moreover, future researchers can also conduct the research based on the comparison study such as view of comparison among the consumer.