

Title of Thesis	A Study of Consumer Behaviour towards Smartphones among Young Adults in Miri
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ABSTRACT

This research is mainly focused on young adults' consumer behaviour towards smartphones in Miri. The researcher adopted quantitative of data collection method which through self-designed questionnaire to get the research data. The data are collected and analyse using simple statistic method. The first finding reveals that the young adult consumers are using Apple brand smartphone and prefer Apple brand to be their favourite smartphone brand. Second finding shows that quality is the most important attributes that every smartphone should have. The third finding shows that brand image, price, product feature, and purchase intention will affect the young adult consumers' purchasing decision. The last finding reveals that advertising on social networks is the most suitable method. Based on the findings, the researcher suggested four recommendations to be implemented. The first recommendation suggests that smartphone companies should invest more in its R&D. Second recommendation suggests that companies should focus on their product quality as consumer is mostly influenced by this factor. The third recommendation suggests that smartphone companies should focus on their product pricing strategy. Last recommendation suggests that every smartphone suppliers should strongly advertise their products on the social media. Future researches can try to cover as much as rural area of consumers' behaviours towards smartphone brand. Moreover, future researchers can also conduct the research by comparing different races, age, and gender.