

Title of Thesis	Factors Influenced Purchase Intention of Smartphone Brand among IBS College Students
Name	Tiong Huo Wei
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
Date of Submission	April 2019
Student Thesis Code	2019/APR/TIUCT/BBAIB/11

ABSTRACT

In the market of smartphone operating system changed. For customer and businessmen the importance of smartphone is very essential. Because without smartphone it is not possible to keep in contact with each other, with clients and with family members and friends. However, there has been many large mobile phone companies stepping their foot into the industry. Due to the large entry of mobile phone companies, many smartphone brand has introduced to the market in Malaysia, namely Apple, Samsung, Sony, Oppo, Vivo, Huawei, XiaoMi and more. So the purpose of this study is to study about the consumer towards smartphone brand in IBS College, Miri. For this research, the researcher adopts the quantitative method and the collection was through self-designed questionnaires to get the research data. The data is collected and analysed simple statistic method. Researcher focuses on young adult for around 18 to 30 years old.

The study revealed that most of the respondents agree that reputation of the smartphone brand as the most important factor for purchasing the smartphone. Besides that, respondents will compare prices of other smartphone's brand and store brands before they purchasing it. However, respondents will choose a smartphone brand that is easy to use and able to perform tasks faster which can save a lot of time for them. And, if there is two smartphone had the same features, respondents will choose the smartphone that is current trend from an operating system. From the results, the researcher suggests several recommendations for implementation. The recommendation is that smartphone manufacturer can strongly advertising through social media like Youtube, Instagram and Facebook to increase the reputation of smartphone brand. At the same time, smartphone manufacturer can do more road show at shopping mall or university to introduce the new smartphone brand. Besides that, smartphone manufacturer should do more research about the market price to avoid same features but huge pricing. In

order to achieve most customers, smartphone manufacturer must understand what customer want and what customer do not want. Lastly, respondents should not easily influenced by peer group to getting pressuring by friends to buy a certain brand or to get a better phone.

Future research could explore large geographical coverage like Kuching, Bintulu and Sibuluan. Besides that, future research can involvement of different segment group like 30 years old above, older adult, senior citizens or others. Moreover, future research can also explore the sampling size to get more accurate information.