

Title of Thesis	A Study About Purchase Intention On Smartphones Among Students In Ibs College Miri
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### **ABSTRACT**

The aim of the study is to know about the factors influencing consumer purchasing intention of smartphones. Under this study, the main focus is to identify whether Smartphone users buy Smartphone because of their brand image, pricing, product features or by peer influence under the four research question that has proposed.

The theoretical part is framed through the books, journals and articles whereas the research is done through distribution of questionnaire. After completed the questionnaire, researcher will collect the questionnaire personally from the respondent who have completed the survey questionnaire.

The main limitation of this research is the Smartphone users of the age group of 18-25 from IBS College Miri. The sample size of this study is only limited to 60 students from IBS College Miri.