

Title of Thesis	A Study of College Students Expectations of Purchasing Smart Phone in Miri
Name	Lee Siew Ann
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
Date of Submission	December 2020
Student Thesis Code	2020/DEC/TIUCT/BBAIB/04

### **ABSTRACT**

In a competitive market, businesses stay ahead by offering products that are different in many ways that matter to students. Firm should always understand their competitors well in order to always stay ahead of them. This research can help young adults to make up their mind more easily in terms of knowing oneself preference and how should they choose. This chapter have two methods can be used by research which are qualitative method and quantitative method. There are 50 questionnaires had been distribute to the respondents in Miri. This research is to study the student's behavior of smart phone in Miri. The research is to find out the preference of Miri smart phone buyers in choosing the smart phone. In this research, the researcher is using data collection method and quantitative method by using questionnaires. These questionnaires were given to the smart phone buyers in Miri. Based on the research findings, it shows that most of the buyers like Huawei smart phone. The second finding shows that the majority of buyer they are looking at average smart phone price which is from RM1000 to RM2000. The third major finding shows that most of the respondents prefer fast charging. The last major finding results show that most of the smart phone buyers prefer to do online research compare to others methods before purchase the smart phone. Besides that, the researcher also suggests recommendation for the major findings. The first

recommendation is the smart phone seller can promote Huawei brand in the shopping mall in order to let people know more about the smart phone in Miri. For the second recommendation is the seller can focus on selling the smart phone price between RM1000 to RM2000 in Miri. And also to avoid sell the expensive smart phone such as Ismart phone. The third recommendation is suggest the smart phone seller to promote the fast charging smart phone as we can see most of buyers like fast charging. For the last recommendation, the researcher suggests buyers go to the smart phone official website to search and view the mobile smart phone models they are interested in.